SRI LANKA
EXPORTER®
MAGAZINE | A PUBLICATION OF THE NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
Since 1992
April to June **2023**
Retail Price Rs.1950 (All Inclusive)
www.nce.lk

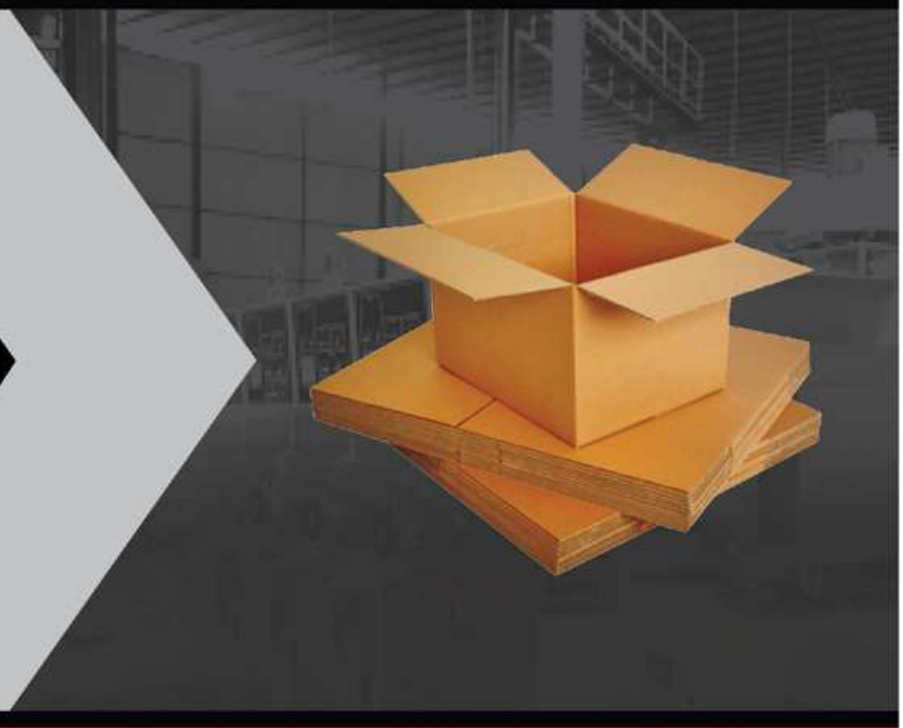


- Activities of the Chamber
- Brand Profiles
- Products and Markets
- Export Performance
- Success Stories
- Widespread

118th EDITION

The leading manufacturer of all types of customized and branded corrugated, die cut & value added cartons

EX PACK Your carton Your way



GUARANTEED QUALITY & ON TIME DELIVERY



AWARDS



CERTIFICATIONS

SGS · SGS · WRAP · FSC · Great Place To Work. Certified

EX-PACK CORRUGATED CARTONS PLC
79, PATTIWILA ROAD, GONAWALA, KELANIYA.
HOTLINE : + 94 77 2222223 / + 94 114891891
FAX : + 94 114612965 / + 94 114741751
EMAIL : sales@expack.lk
www.expack.lk

A member of

Aberdeen Holdings (Pvt) Ltd.


Taste
THE REAL ROOTS OF SRI LANKA
Elephant House Ginger Bev
Soft drink made to an authentic recipe with 100% natural ginger extract
GINGER BEER



Make your dream of going global a reality.

Whatever the size of your business, if you have plans to export your products to overseas markets, partner with BOC Export Circle and realize your ambition of being a global entrepreneur.

BOC export circle

- Opportunities in the global market
- Advice and assistance in registering your business
- Minimum documentation and superior customer service
- Secure and fast banking services

The world awaits you

For more details,
call: 011 2 203 304

1975 BOC CALL CENTRE

www.boc.lk

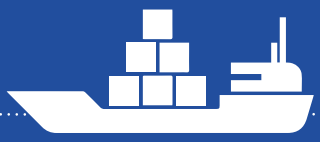
Head Office, BOC Square,
No.1, Bank of Ceylon Mawatha, Colombo 1.

BANK OF CEYLON
BOC
Bankers to the Nation

HIGHLIGHTS

118th EDITION

SRI LANKA EXPORTER





01	Activities of the Chamber	PAGE 15
02	Brand Profiles	PAGE 29
03	Products and Markets	PAGE 35
04	Export Performance	PAGE 38
05	Success Stories	PAGE 43
06	Widespread	PAGE 65

SMART MARINE LANKA
SERVICE MEASURES ALWAYS RELIABLE TRUSTED

WE ASSURE OUR CUSTOMERS

That our Service Measures Always Reliable Trusted. While providing a frequent global service to ISC , GULF, NEAR EAST, FAR EAST, MED, EUROPE coverage for all Export/ Import and Total logistics requirement.

OUR SERVICE

- NVOCC & SEA FREIGHT SERVICES
- BREAK BULK
- AIR FREIGHT SERVICES
- TOTAL LOGISTICS
- CONTAINER LEASING & SURVEY
- PROJECTS/ PROJECT LOGISTICS
- WAREHOUSING
- CONTAINER FABRICATION "SMART CONFI LIVING"
- CUSTOM BROKERAGE
- DRY CARGO BROKERING

The Best Way To Prove Our Performance By Winning

EXIM India Award For Excellence in Cargo & Logistics Sector
NVOCC of the year from (2014 - 2021)

SERVICE MEASURES ALWAYS RELIABLE TRUSTED

SMART MARINE LANKA

NO15, 1ST FLOOR, LAMICO TOWER,
VISAKA ROAD, COLOMBO 04
0773865230, 0777560065 | 0115052226, 0115234552
raj@smartmarinelk.com / adcmb@smartmarinelk.com
www.smartmarinelanka.com

CONTENTS

EDITORIAL

"How Ethical Trading Can Drive Economic Development: A Business Perspective" 7

Certficate of Ethical Trading ***10***

ACTIVITIES OF THE CHAMBER

General Activities

Avurudu Celebrations at the NCE! **15**

Trade Delegations (Local and Overseas)

Delegation to Japan 15

Delegation to Northern and Eastern Province 17

Meeting with dehydrated product suppliers/producers in the Matara district on 21st June. 17

Meetings/Discussions with Stakeholders and Other Interested Parties on Trade-related Activities

Meeting with The Chairman of the Industrial Development Board, Dr. Saranga Alahapperuma, and his Officials at NCE. 19

NCE - JICA Meeting on 2nd June 2023 19

NCE team met with Hon. Manusha Nanayakkara, Minister of Labour and Foreign Employment of Sri Lanka 19

Meeting with the Egyptian Ambassador 19

Activities related to Member Services

NCE- Seminar on Export Facilitation Schemes and Export Procedures by Sri Lanka Customs 21

NCE Member Group Meeting on 7th June 2023 21

CET Certificate Awarding 21

NCE Collaborations

The NCE in partnership with Sampath Bank conferred the Certificate of Ethical Trading (CET) for another two member organizations 23

NCE Partnership with SLECIC 23

Training and Development

NCE Internal Staff Training Session 25

NCE Staff Training Session - ISO 9001:2015 25

PCQI Training Session on 7,8,9 June 25

Monthly Management and Council Meetings

NCE held its monthly Management Committee and Council meeting for April 2023 and met with newly appointed EDB Chairman Dr. Kingsley Bernard 27

NCE held its monthly Management Committee and Council Meeting for the Month of May 2023 27

NCE held its monthly Management Committee and Council Meeting for June 2023 27

BRAND PROFILES

Sri Lankan Brands In the Global Market **29**

PRODUCTS AND MARKETS

Value Addition of Fruits and Vegetables towards Export Market **35**

EXPORT PERFORMANCE

Value in US Dollars **38**

SUCCESS STORIES

Crystalstone Sri Lankan Pride Carved in Quartz **43**

Global expansion journey begins in Dubai 47

Unveiling the Road to Success:OREL IT Reigns as the Best Export Services Provider at Annual NCE Awards 2022 51

Ceyline Maritime and Oceaneeds Striving for Excellence 53

The Power of Innovation: Driving Success in Today's Market 57

Leading the Way in Sustainable Practices 61

WIDESPREAD

"Strategies towards supply chain to mitigate similar impact towards World Economy" **65**

Helping exporters to grasp new opportunities 71

SRI LANKA EXPORTER

National Chamber of Exporters of Sri Lanka

No. 131/6, Elvitigala Mawatha, Colombo -08, Sri Lanka.
Hot Line: +94 114651765 | Facsimile: +94 112372818
Publications: operations@nce.lk
Design & Printed by: Sadeepa Publishers (Pvt) Ltd.
No. 1060, Maradana Rd, Borella, Colombo 08.

Management Committee

PRESIDENT

Mr. Jayantha Karunaratne

VICE PRESIDENT

Mr. Indhra Kaushal Rajapaksa

Mr. Dilshan Rajapaksa

HONY. SECRETARY

Ms. Thushari Weerakoon

HONY. ASST. SECRETARY

Mr. Saminda Bandara

HONY. TREASURER

Mr. Charith Yalagala

HONY. ASST. TREASURER

Mr. Lakshan Algama

REPRESENTATIVES FROM THE COUNCIL

Ms. Nilrukshi De Silva

Mr. Farhath Amith

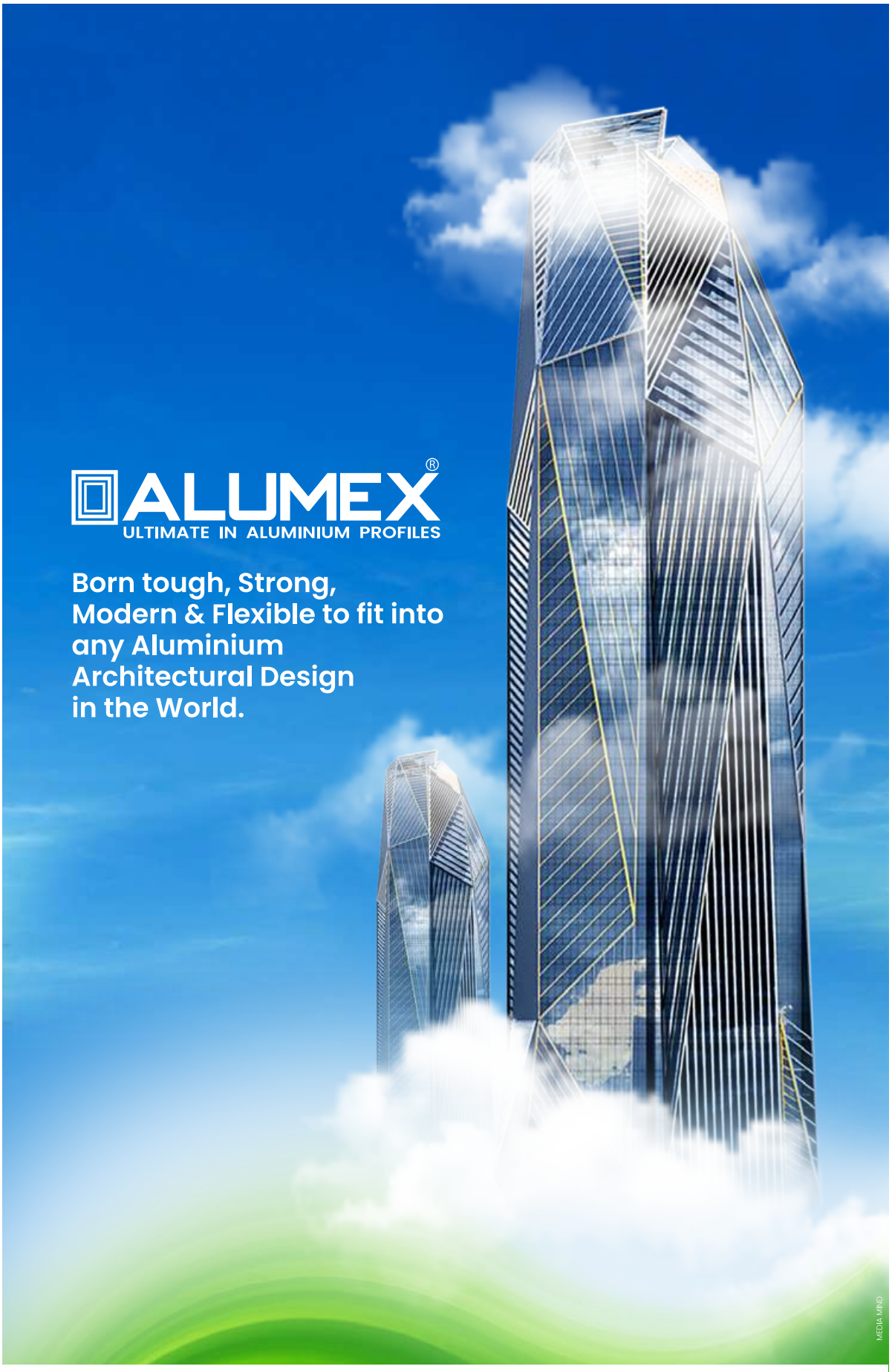
Services Of The Chamber

- Publication of the "Sri Lanka Exporter" Magazine
- Issue of Certificates of Origin and related Export Documentation
- Dissemination of Trade Inquiries and Trade Leads
- Conduct of Training Programmes and Workshops
- Conduct of Professional Courses through the National Institute of Exports (NIOE)
- Participation in Trade Fairs, Exhibitions, Trade Delegations etc.
- Issue of Specialized certificates
- Assistance for Innovation & Techno Entrepreneurship
- Assistance for Resource Efficient Cleaner Production
- Website Facilities
- Sectoral Meetings
- Representation of Macro and Individual Issues
- Support services for Trade Associations
- Distribution of Members Directory
- Dissemination of Market Information, Trade Statistics and Buyer Information
- Linking of Producers with Member Exporters
- Support SME's under the 'Aspiring Exporters' Programme
- Support services for women Entrepreneurs and Exporters
- Issue of Certificates of Ethical Trading (CET)
- Submission of Proposals for the Annual Budget of the Government
- Recognition of Export Performance
- Auditorium Facilities



Disclaimer

"The National Chamber of Exporters (NCE) is not responsible or accountable for any errors, defects, or other misrepresentations in the Articles that have been subscribed to the Magazine, Advertisements or other contents due to lost profit or other consequential damages that may have arisen due to the use of such information, which have been provided in good faith."



SLS 1410:2011

QUALICOAT QUALICOAT

The World Of Hayleys Since 1878

ALUMEX® ULTIMATE IN ALUMINIUM PROFILES



EDITORIAL

by
National Chamber of Exporters of
Sri Lanka.

"How Ethical Trading Can Drive Economic Development: A Business Perspective"

In recent years, there has been a growing interest in ethical trading and its potential to drive economic development. From the perspective of business, ethical trading presents a unique opportunity to create sustainable, long-term value by aligning corporate interests with the interests of local communities and the environment.

Ethical trading refers to the practice of conducting business in a way that is fair, responsible, and sustainable. This includes everything from ensuring fair wages and safe working conditions for employees to using environmentally friendly production methods and sourcing materials from suppliers who also adhere to ethical standards. Ethical trading also involves working closely with local communities to ensure that business operations have a positive impact on the local economy and society.

Ethical trading can drive economic development in several ways. It can create a more stable and predictable business environment by establishing long-term relationships with suppliers and other stakeholders. By investing in these relationships, businesses can reduce the risk of supply chain disruptions and improve the quality of their products and services. This, in turn, can help businesses build a strong reputation for quality and reliability, which can lead to increased customer loyalty and market share.

Furthermore, ethical trading can help businesses access new markets and customers. As consumers become increasingly conscious of ethical issues, businesses that can demonstrate their commitment to ethical trading are more likely to appeal to these consumers. This can create new opportunities for growth and expansion, particularly in emerging markets where ethical concerns are becoming more important.

Notably, ethical trading can help businesses reduce costs and improve efficiency. By adopting environmentally friendly production methods and sourcing materials from ethical suppliers, businesses can reduce waste, energy consumption, and other costs associated with unsustainable practices. This can lead to significant cost savings and improve the bottom line.

Ethical trading can help businesses build stronger relationships with local communities. By working closely with these communities, businesses can better understand their needs and priorities and tailor their operations accordingly. This can lead to the development of new products and services that meet the unique needs of these

communities, as well as increased social and economic benefits for residents.

Similarly, Ethical trading is becoming more important for businesses for several reasons. First, consumers are becoming more conscious of ethical issues and are demanding that businesses demonstrate their commitment to ethical trading. This trend is particularly pronounced among younger consumers, who are more likely to make purchasing decisions based on ethical considerations.

Governments and regulators are increasingly focused on promoting ethical trading practices. This includes everything from setting minimum wage and environmental standards to requiring businesses to disclose their supply chain practices. Failure to comply with these regulations can result in reputational damage, legal liability, and other risks that can harm a business's bottom line.

This is becoming more important for businesses because it presents a unique opportunity to create sustainable, long-term value. By investing in ethical practices, businesses can build stronger relationships with customers, suppliers, and local communities, which can create a virtuous cycle of growth and development.

Ethical trading is not just a moral imperative – it is also a sound business strategy. By adopting ethical practices, businesses can create sustainable, long-term value while also promoting economic development and social well-being. As consumers, governments, and regulators continue to demand ethical practices, businesses that fail to embrace this trend risk being left behind. Therefore, it is imperative for businesses to adopt ethical trading practices in order to thrive in the years to come.

The concept of ethical trading has been gaining traction in recent years, with more and more businesses recognizing the importance of conducting their operations in a socially responsible manner. Sri Lanka, a small island nation in South Asia, has been quick to adopt ethical trading practices, and this has helped Sri Lankan exporters to win the international market. In this article, we will explore how ethical trading has benefited Sri Lankan exporters, and how it can help them to continue to thrive in the global marketplace.

One of the key ways in which ethical trading has helped Sri Lankan exporters to win the international market is by boosting their reputation. By adhering to high ethical standards, Sri Lankan exporters have been able to differentiate themselves from competitors and establish a reputation for quality, reliability, and responsible business practices. This has helped them to win the trust and confidence of customers, and secure long-term contracts with major retailers and manufacturers.

Ethical trading has also helped Sri Lankan exporters to mitigate risks and protect their reputations. In today's globalized economy, any negative publicity or allegations of unethical behavior can quickly spread, and damage a company's reputation. By prioritizing the welfare of their workers, the environment, and the communities in which they operate, Sri Lankan exporters have been able to demonstrate their commitment to responsible business practices and build a strong reputation for reliability and trustworthiness.

In addition to boosting reputation, ethical trading has also helped Sri Lankan exporters to drive innovation and improve efficiency. By adopting sustainable and responsible business practices, exporters can reduce waste, improve productivity, and streamline their operations. This can lead to cost savings, increased competitiveness, and higher profits, which can ultimately benefit workers, communities, and the environment.

Another important benefit of ethical trading is that it can help to create a level playing field in the international market. By setting high ethical standards, Sri Lankan exporters can compete on the basis of quality and value, rather than on price alone. This can help to create a more sustainable and equitable global economy, in which businesses are rewarded for their responsible behavior, rather than their ability to undercut competitors.

Finally, ethical trading can also help to promote social and environmental justice in the global marketplace. By prioritizing the welfare of workers, communities, and the environment, Sri Lankan exporters can help to address some of the key challenges facing the world today, such as poverty, inequality, and climate change. This can help to create a more sustainable and equitable global economy, in which businesses and communities can thrive together.

In conclusion, ethical trading has been a key factor in the success of Sri Lankan exporters in the international market. By prioritizing the welfare of workers, communities, and the environment, Sri Lankan exporters have been able to establish a reputation for quality, reliability, and responsible business practices. This has helped them to win the trust and confidence of customers, and secure long-term contracts with major retailers and manufacturers. Going forward, ethical trading will continue to be a key factor in the success of Sri Lankan exporters and will play an important role in creating a more sustainable and equitable global economy.



ENHANCE AND SECURE YOUR EXPORTS WITH SLECIC

SLECIC

Sri Lanka Export Credit Insurance Corporation
Level 4, NDB-EDB Tower, No 42, Nawam Mawatha, Colombo 02,
Sri Lanka.

Tel: (+94) 112 307 519 - 23 Fax: (+94) 112 307 515
E-mail : info@slecic.lk Web: www.slecic.lk

Certficate of Ethical Trading

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior, Environment & Society

99x	Advantis Projects and Engineering (Pvt) Ltd	Asiabike Industrial Limited
Bio food Exports (Pvt) Ltd	Brilliant Cuts (Pvt) Ltd	Ceyline Maritime Services (Pvt) Ltd
Ceylon Jewelry Manufacturers (Pvt) Ltd	Colombo Export and Import Agencies (Pvt) Ltd	D. Samson Industries (Pvt) Ltd
Diamond Cutters Limited	Diamond International Lanka (Pvt) Ltd	dkw-Aqua International (Pvt) Ltd
Dutch Lanka Trailer Manufacturers Limited	E-Silk Route Ventures (Pvt)Ltd	Farmchemie Manufacturers (Pvt) Ltd
Flex Film International (Pvt) Ltd	GreenKeepers (Pvt) Limited	Green Way Asia Lanka (PVT) Ltd

Certficate of Ethical Trading

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior, Environment & Society

Halal Accreditation Council (Guarantee) Limited

hSenid Business Solutions (Pvt) Ltd

Imperial Tea Exports (Pvt) Ltd

Janet Lanka (Pvt) Ltd

Kandrick Tea Beverages Lanka

LAUGFS Corporation (Rubber) Limited

Lumbini Aquaria International (Pvt) Ltd

Mabroc Teas (Pvt) Ltd

Macksons Paints Industries (Pvt) Ltd

Maliban Biscuit Manufactories (Pvt) Ltd

Miami Clothing (Pvt) Ltd

Napronet (Pvt) Ltd

Nidro Supply(Pvt) Ltd

Oceaneeds (Pvt) Ltd

Pan Asia Coloured Yarns (Pvt) Ltd

People's Organisation for Development Import and Export

Regency Teas (Pvt) Ltd

Rhino Roofing Products Limited

Certficate of Ethical Trading

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior, Environment & Society

Rileys (Pvt) Ltd

Riococo Lanka (Pvt) Ltd

Samson Bikes (Pvt) Ltd

Samson Manufacturers (Pvt) Ltd

Samson Rajarata Tiles (Pvt) Ltd

Samson Rubber Products (Pvt) Ltd

Scanwell Logistics Colombo (Pvt) Ltd

Sierra Cables PLC

Spectra Integrated Logistics (Pvt) Ltd

Spectra Logistics (Pvt) Ltd

Statesman Hats (Pvt) Ltd

Tantra (Pvt) Ltd

Taprobane Seafoods (Pvt) Ltd

Textrip (Pvt) Ltd

Tropikal Life International (Pvt) Ltd

Wichy Plantation Company (Pvt) Ltd



A unique Certificate
Exclusively for NCE Members

Be an Ethically Certified Exporter

The National Chamber of Exporters of Sri Lanka (NCE) issues the "Certificate of Ethical Trading (CET)" in collaboration with INDEXPO certification Limited to member exporters of NCE who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 principles which have been developed and followed by the chamber.

MAIN BENEFITS

- A Credible Certificate of value from the National Chamber of Exporters of Sri Lanka.
- Comply with international standards on ethical behavior, labour, environment etc.
- Confirms adherence to Good Trading Practices.
- Provides your enterprise a competitive advantage in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.
- Recognized by various Government and Private sector stake holders

ENDORSED BY

INDIAN IMPORTERS CHAMBERS OF COMMERCE AND INDUSTRY

Brussels CHAMBER OF COMMERCE

APPLY NOW!

Contact us on +94 114344661 or email to *nce@nce.lk*

For more information visit *https://nce.lk/certificate-of-ethical-trading/*

NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
No. 131/6, Elvitigala Mawatha, Colombo - 08, Sri Lanka.
Hot Line: +94 114651765 Fax: +94 112372818 Email: nce@nce.lk Web: www.nce.lk

More Info

EXPORT SPECIALISTS THAT GO ABOVE EXPECTATION AND BEYOND BORDERS

Sampath Export Partners empowers exporters with a plethora of invaluable services dedicated to supporting the local export industry while enabling exporters to gain momentum and navigate an increasingly challenging market.



For more information:
Tharinda - 077 4577970
Yamuna - 076 5789104

Sampath
EXPORT
PARTNERS

Sampath Bank
WE PRESENT YOUR FUTURE

General Activities

Avurudu Celebrations at the NCE!

Avurudu Breakfast at the National Chamber of Exporters of Sri Lanka, Mr. Jayantha Karynaratne, President of NCE, and Mr. Indhra Kaushal Rajapaksa, Vice President, both joined in wishing the NCE team a Happy and a Prosperous New Year.





Trade Delegations (Local and Overseas)





Delegation to Japan

The National Chamber of Exporters of Sri Lanka (NCE) in collaboration with the Sri Lankan Embassy in Japan organized a business visit of a 12-member Business delegation from Sri Lanka to Japan from 01st to 08th April 2023. The business delegation consisted of Sri Lankan companies representing product and service sectors of Ceylon spices, packaging, coconut-based products, food products, rubber-based products and freight forwarding.



hSenidBiz
EMPOWERING PEOPLE THE WORLD OVER

PeoplesHR®
simple.fast.green

Accelerating Global HR Transformation with PeoplesHR

PeoplesHR by hSenid Business Solutions PLC is one of the most trusted names in the industry, capturing all HR needs with HCM solutions along with an HR ecosystem. Our modules combine to establish a platform that will work best for your organization by fitting together like building blocks.



Making HR easy for over a million users across 40 countries in 20+ industries



Over 100 features & tools to power your HR department from hire to retire.

www.PeoplesHR.com

Delegation to Northern and Eastern Province





Chamber led a delegation to Trincomalee and Jaffna with 29 delegates from 15 Companies to meet the Producers/ Suppliers in the Eastern and Northern Provinces. The event was organized in coordination with the former two Governors and IDB District offices in the respective provinces. Commercial Bank and Smart Marin Lanka (Pvt) Ltd come on board as event Partners. This event was organized with the objective of offering opportunities for these producers to become indirect exporters by supplying their products to the exporters, as well as providing Chamber assistance by industry exporters sharing their experience and identifying industrialist issues and development needs, and assisting these producers to solve those problems











Meeting with dehydrated product suppliers/producers in the Matara district on 21st June.



Chamber led a delegation to Matara with 25 delegates from 14 Companies to meet the dehydrated product suppliers in the Matara district on 21st of June 2023. The event was organized in coordination with the Agriculture Training Center, Telijjawila, Matara.

This event was organized with the objective of offering opportunities for these producers to become indirect exporters by supplying their products to the exporters, as well as providing Chamber assistance by industry exporters sharing their experience and identifying industrialist issues and development needs and assisting these producers to solve those problems.







HNB
YOUR PARTNER IN PROGRESS

NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
Voice of the Exporter

Preventive Controls Qualified Individual (PCQI) Course

Organized by National Chamber of Exporters of Sri Lanka in partnership with HNB



OBTAIN PCQI CERTIFICATION
(FDA APPROVED CURRICULUM)

This is an important certificate for your staff working in food and beverage production and packing facilities. Expand your food exports and secure the market share of USA by conforming to US - FDA regulations on Human Food.

Registrations for the next batch are now open!

Training Method: Online via zoom

Your Investment under the Special Offer:

- **Course / Training Fee : LKR 22,000/-**
  (An amount of Rs. 10,000/- will be waved off under the partnership with Hatton National Bank PLC)
- **Certificate Fee : 60 USD**



For More Details Please Contact on:
Tel: 011 434 4662 E-mail: operations@nce.lk

Meetings/Discussions with Stakeholders and Other Interested Parties on Trade-related Activities



Meeting with The Chairman of the Industrial Development Board, Dr. Saranga Alahapperuma, and his Officials at NCE.

The Chairman of the Industrial Development Board, Dr. Saranga Alahapperuma, and his Officials met with the NCE team at the Chamber Secretariat to discuss the NCE-IDB collaboration in organizing the National Industrial Exhibition, which would benefit the Sri Lankan export sector.



NCE - JICA Meeting on 2nd June 2023

On 2nd June 2023, representatives from the Japan International Cooperation Agency (JICA), Sri Lanka office met with the NCE team at the chamber secretariat to discuss the NCE-JICA collaboration for the Project for Women's Economic Empowerment through Entrepreneurship, Leadership & Networking.



NCE team met with Hon. Manusha Nanayakkara, Minister of Labour and Foreign Employment of Sri Lanka

NCE team met with Hon. Manusha Nanayakkara, Minister of Labour and Foreign Employment of Sri Lanka on 27th June 2023 to handover the Proposals on "Labour/Employment Legislations Reform in Sri Lanka". The main objective of the proposals is to strengthen the safety, security, health, and social security of every worker and bring ease of compliance for running an establishment in an export-oriented economy.



Meeting with the Egyptian Ambassador

The National Chamber of Exporters (NCE) in collaboration with the Chamber of Young Lankan Entrepreneurs (COYLE) is planning to organize an 'Arab – Sri Lanka Trade, Investment and Tourism Forum with the objective of setting up a platform for Businesses from Arab Countries and Sri Lanka to discuss Bilateral Tarde Opportunities, investment as well as Tourism. To discuss the said event, a meeting was held with the Egyptian Ambassador on 28th June 2023 in the attendance of both NCE and COYLE representatives.



Obtain your Certificate of Origin
and other Export related documents from the NCE

Dedicated staff to provide this service speedily and efficiently and at competitive prices.

The service is provided to both members and non-members.

The Chamber provides this service both manually and online.

Digital Certificates could be obtained saving time and traveling costs.

www.ncesrilanka.com

NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

Tel: +94 114651765 Email: nce@nce.lk Web: www.nce.lk

Activities related to Member Services

NCE- Seminar on Export Facilitation Schemes and Export Procedures by Sri Lanka Customs

NCE successfully conducted a Seminar on Export Facilitation Schemes and Export Procedures in collaboration with Sri Lanka Customs with 80 participants held on 10th May 2023 at Best Western Elyon, Colombo 05. The objective of the seminar was to give an understanding of Export Facilitation schemes and a comprehensive revision of Sri Lanka Customs procedures. Experienced staff was updated with the latest procedures/trends and understanding of updated customs procedures related to exports. Resource persons:

1. Mr. Chandana Dharmapriya- Deputy Director of Customs, Export Directorate, Sri Lanka Customs

2. Mr. Chandimal Weerasingha- Deputy Director of Customs, Cargo Examination Directorate, Sri Lanka Customs



NCE Member Group Meeting on 7th June 2023

Around 65 NCE Member Companies attended the first of a planned series of NCE Member Group meetings, which took place at the Jetwing Colombo on June 7 from 3 to 4 p.m. Mr. Jayantha Karunaratne, President of the NCE, gave the introductory remarks, while Mr. Shiham Marikar, SG/CEO, focused on the Chamber's operations and how members can use Chamber Services. The objectives of this effort were to enhance member engagement, increase knowledge of chamber events, and encourage active participation from members.

To add value to this session, Mr. Mangala Boyagoda, a well-known expert with years of experience in the fields of banking and Treasury Management, was invited to address the audience on how exporters can plan their business using forecasts for the exchange rate between the US dollar and the Sri Lankan rupee. This event was made successful through a collaboration between Seylan Bank and Expack Corrugated Cartons PLC.

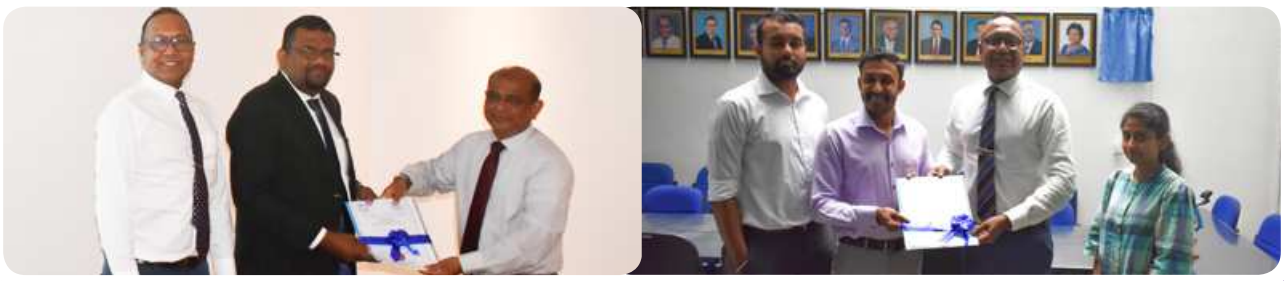


CET Certificate Awarding

"NCE presented the "Certificate of Ethical Trading (CET)" to another two member companies that follow ethical trading, good environmental and social practices based on the 08 Principles.

1. Lumbini Aquaria International (Pvt) Ltd.

2. Spectra Logistics (Pvt) Ltd





The Story Behind the Trophy

The trophy awarded during this flagship event has its own story. The Trophy is cylindrical in shape with a globe carrying the world map at its apex. The Globe depicts the International nature of export markets covering the entire world. The Trophy also has the nature of a Light House depicting a beacon showing the path ahead for Sri Lankan exports which are so vital for the economy. The three metal plated arrows round the globe originating from its bottom, and increasing in thickness and pointing upwards depicts growth in exports related to international markets. They also represent the triple bottom line in respect of an enterprise comprising of Profit, People, and the Planet, which is a modern concept for the overall sustainability of an organization. The black color of the trophy conveys 'Authority and Power' in terms of color psychology which is reminiscent of the real nature of exports.

Award Winners Icon







National Chamber of Exporters of Sri Lanka (NCE) has introduced the Award Winners Icon to highlight the success of the Award Winners at the prestigious Annual Export Awards.

All winners are provided with this "Special Logo" by NCE. They have the opportunity to use the relevant winning icon in all their publicity and marketing materials, both locally and internationally.

For More Information
www.nce.lk

NCE Collaborations

The NCE in partnership with Sampath Bank conferred the Certificate of Ethical Trading (CET) for another two member organizations

The NCE in partnership with Sampath Bank Plc conferred the Certificate of Ethical Trading (CET) to another two member organizations who have been qualified under this certification program. This event was held at Sampath Bank, Head Office on 23rd May 2023 in the presence of senior officials from both organizations. Sampath Bank plc has partnered with NCE to support this significantly important initiative to encourage and support exporters to become ethically certified traders.

1. Kandrick Tea Beverages, Lanka

2. Diamond International Lanka (Pvt) Limited



NCE Partnership with SLECIC

NCE partnered with SLECIC (Sri Lanka Exporter Credit Insurance Corporation) on 20th June 2023 to support the exporter community.



THE TASTE THAT'S WINNING THE WORLD



EXPORTED GLOBALLY TO OVER 65 COUNTRIES

BISCUITS | CHOCOLATES | CAKES | SOYA BASED PRODUCTS | CEREAL PRODUCTS
ORGANIC FRUITS & SPICES | COCONUT PRODUCTS | EXTRUDED SNACKS | HERBAL PORRIDGE | SOUPS

CBL Group

www.cbllk.com | Inquiries: export.cbl@cbllk.com

Training and Development

NCE Internal Staff Training Session



The NCE organized an internal training session for its staff members on 27th April 2023 at the NCE conference Hall. "Sharing Best Practices" is the main focus of this session covering the areas of time management, Communication ethics and smart working. There were interesting group activities followed by presentations and opportunities given to share experiences on subject matters. The session was conducted by Ms. Dilini Gamlathge, Senior Manager, Member Services and Operations, with the support of Ms. Tharushi Karunarathna and Ms. Tharuka Dissanayake, interns from the University of Kalaniya.



NCE Staff Training Session - ISO 9001:2015



NCE conducted training sessions for its staff members during the month of May 2023 about the ISO 9001:2015 Quality Management system and its implementation. Mr. Shantha Kuruppumullage –Director/CEO of INDEXPO Certification Limited conducted the session. As a responsible chamber, NCE has identified the importance and initiated to maintain its internal quality management system since 2016.

PCQI Training Session on 7,8,9 June



The National Chamber of Exporters of Sri Lanka, in collaboration with HNB, conducted a 'Preventive Controls Qualified Individual Course (PCQI)' for company personnel working in food production and packaging facilities and beverages. This program plays a crucial role in ensuring the highest standards of safety and quality in the sector. The course took place from 7th to 9th of June 2023, for a total of 20 hours. Using the ease and accessibility of e-learning, the training was delivered via Zoom, allowing participants to participate remotely. There were five individuals present at this time.

TM

"Pioneers in global logistics with local expertise"



SCANWELL LOGISTICS

www.scanwell.com

Monthly Management and Council Meetings

NCE held its monthly Management Committee and Council meeting for April 2023 and met with newly appointed EDB Chairman Dr. Kingsley Bernard

NCE's first Management Committee and the Council meeting headed by newly appointed NCE President Mr. Jayantha Karunaratne was held at the hotel Best Western on the 25th of April from 4.00 P.m. to 7.00 p.m. The newly appointed EDB chairman Dr. Kingsley Bernard joined for the latter part of the meeting for a discussion where he updated the members of the Council new initiative of the EDB to develop Sri Lankan Exports. During the same event, the Chamber awarded The Certificate of Ethical Trading (CET) to the member Companies who qualified by meeting all Conforming Criteria's.

NCE honored another two past presidents by presenting them with honorary life membership certificates during the first council meeting held on April 25, 2023, at the Best Western Elyon Colombo 05. Mr. Jayantha Karunaratne, the newly elected President of the Chamber, awarded the Honorary Life Membership Certificate to Mr. Rohan Fernando (2007-2008) and Mr. Mangala Yapa (2013) by thanking their professional service to the NCE and its members.







NCE held its monthly Management Committee and Council Meeting for the Month of May 2023

The monthly management committee and the Council meeting of the NCE were held at the Best Western Hotel on the 18th of May from 4 p.m. to 7 p.m. and the fellowship continued afterward. Mr. Chandimala Weerasinghe , Mr Naseer and Mr. Priyantha Senanayake the Additional Director General of Customs was invited to the NCE Council Meeting. He briefed the Council on new initiatives by the Customs to assist Exporters and also discuss other concerns faced by Exporters. The event was sponsored by Salota International (Pvt) Ltd and Commercial Bank. During the Council meeting, the Salota International (Pvt) Ltd and Commercial Bank representatives did their promotional campaigns.






NCE held its monthly Management Committee and Council Meeting for June 2023

The monthly Management Committee and the Council meeting of the NCE were held at the Best Western Hotel on the 22nd of June 2023 from 4 p.m. to 7 p.m. and the fellowship continued afterwards. H.E. Paul Stephens, the High Commissioner, Australian High Commission Sri Lanka & Maldives was invited to the NCE Council Meeting as a Special Guest. He gave an overview of the prospective trade and investment opportunities in Australia. The event was sponsored by Clarion Logistics (Pvt) Ltd, Asia Securities (Private) Limited and Universal Travel Bureau (Pvt) Ltd. During the Council meeting, Asia Securities (Private) Limited who is a Chamber Strategic Partner briefed on the services they offer to the Council members.







www.dsifootwear.com

SRILANKA'S LARGEST FOOTWEAR EXPORTER



Join the Green Movement with DSI'S Line of Sustainable Footwear

Certified Vegan Production
Ingredients Not From Animal Origin

D Samson Industries (Pvt) Ltd,

D Samson Rajapaksa Mawatha, Bataduwa, Galle 80000, Sri Lanka

Phone: +94 (0) 91 223 4597-9 Whatsapp: +94 (0) 77 251 8325

Fax: +94 (0) 91 223 4182 **Email: info@dsifootwear.com**

DSI Footwear dsi_footwear_sl

DSI Footwear

SRI LANKAN BRANDS
In the Global Market

Alumex PLC.

At Alumex, our goal is to engineer value-added solutions and products that will transform today's challenges into tomorrow's innovations. As leading specialists in the manufacture of a comprehensive range of highly specialized aluminium extrusions, products, and services, our high-performance solutions are designed to deliver aesthetics, durability, and functionality, without compromise.

Alumex currently operation based in Sri Lanka , and our products have been utilized in many of the world's most prestigious buildings to name a few countries are UK, USA, Australia, Canada New Zealand, Germany, Italy, Singapore, India etc.. Our skilled and experienced teams share their expertise with a growing portfolio of satisfied customers, advising and supporting them at every step of the process; from innovation to completion and beyond.

A fully-integrated aluminium extrusions manufacturer since the 1986, we have always put our customers and their needs at the very center of our business ethos, emphasizing on reliability, resourcefulness, and professionalism, with a personalized approach in all that we do. We are proud to belong to the World of Hayleys, representing among Sri Lanka's premier multinationals as a multifaceted manufacturer with world-class operations and capabilities.

Visit us: www.alumexgroup.com | www.lumin.lk | www.alumexstore.com

Contact us: im@alumexgroup.com | Info@alumexgroup.com

Astron Limited

ASTRON LIMITED was incorporated in 1956 creating a milestone in the pharmaceutical industry by setting up the first pharmaceutical manufacturing facility in Sri Lanka. As a fully Sri Lankan owned company, with a 66-year legacy, Astron Limited continues to research, develop, manufacture, market, and distribute a wide range of quality safe and efficacious healthcare solutions in Pharmaceuticals, Nutritional Supplements, Herbals and Animal Healthcare products to improve the quality of life.

Astron pharmaceutical manufacturing facility is operated under guidelines of the National Medicines Regulatory Authority (NMRA), Sri Lanka in accordance with WHO-GMP. The Nutrition Supplements production facility is certified under ISO 22000:2018 from SLSI for Food Safety Management systems and HACCP principles. The GMP for Herbal products manufacturing facility is certified by globally recognized SGS, Lanka. The Animal Health production facility functions under GMP guidelines of SLSI adhering to CAC/RCP 54:2004 and SLS 1505:2015 standards. Astron being the only accredited pharmaceutical testing laboratory in Sri Lanka, all tests of chemical, mechanical, and microbiological are carried out under the ISO 17025:2017 standards. Astron Limited is certified for ISO 14001:2015 of Environmental Management Systems towards achieving environmental sustainability.

Astron Limited was presented the Gold Award in the "Pharmaceutical products including Medicinal related Ayurvedic & Herbal products" sector recognizing its outstanding performance in overseas markets at the 30th Annual Exports Awards of the National Chamber of Exporters of Sri Lanka (NCE).

Web: www.astron.lk

Bopitiya Auto Enterprises

"Making Journey's Smoother Since 1981"

Bopitiya Auto Enterprises is one of the leading and fastest growing quality brand manufacturer, distributor and exporter of automotive fastening and suspension components like bronze bushes, U-bolts, Shackle brackets, Silent block bushes, Auto rubber components, Leaf springs & Accessories for the international utility, commercial and Muli-Axel vehicles, Trailers and special purpose vehicles.

Bopitiya Auto is named as a model factory in Sri Lanka by the asian productivity organization and has obtained international quality certifications like ISO 9001:2008, ISO 14001:2008 and responsible care cretifinations. Bopitiya Auto is professionally endowed with a workforce of solid technical knowledge and sophisticated machine environment seen in the asian region.

Bopitiya Auto always makes the path to excellence in manufacturing fastening and suspension automotive components by innovating products according to the sri lankan road conditions and customer expectations so that the industry will go into heights day by day with customer satisfaction. With the experience of 42 years, bopitiya auto enterprises today has become a pioneer in motor spare parts industry in Sri Lanka

Email : info.bopitiyaauto@gmail.Com

Tel : +94 114831535 | +94 114362099

Mobile : +94 756870635 | +94 752308470

CLAD IN GOLD



Passion defines Fashion. And if there's one thing we have been passionate about, it's to dress the world in denim. To be adorned in Gold for doing just that is all the encouragement we need to keep pushing the bar even higher. After all, it's in our jeans.

Orit

OUTSTANDINGLY INNOVATIVE

Orit Apparels Lanka (Pvt) Ltd.
Winner of the Gold Award
Textile and Garment Sector (Extra Large Category)
Awarded by the National Chamber of Exporters.

Ceylon Biscuits Limited (CBL)

Ceylon Biscuits Limited (CBL), a subsidiary of the CBL Group, is a leading confectionery manufacturer in Sri Lanka and home to the market leading Munchee brand. With a wide range of sweet, savoury and cream filled biscuits, crackers and wafers, chocolates and cakes CBL is among the country's largest confectionery exporters contributing 79% of Sri Lanka's total confectionery exports volume and with presence in over 65+ countries and, business operations in Ghana, Bangladesh and India. Established in 1968, CBL's commitment to food safety and quality has earned the company numerous accolades and the trust of its consumers across the world. CBL and the Munchee brand are also a strong driver of growth for communities in its value chain, empowering communities through scholarships, rural community infrastructure, sports, arts and culture, and more. CBL's strength lies not only in product portfolio but also in its ability to cater to evolving consumer needs. With intensive R&D capabilities, in-house laboratory facilities, state of the art machinery, stringent quality processes and dedicated teams CBL is equipped and ready to cater to diverse consumer requirements across the globe under its own brand name or through private labelling.

Eco Transfer Print (PVT) Ltd.

Eco Transfer Prints (pvt) Ltd, is an ISO 9001:2015 and OEKOTEX Standard 100 Approved BOI Company established in 2009 for Premium Grade Prints.

We cater a variety of products to our clients focusing on

- Heat Transfer Labels
- Sublimation Prints
- Digital Transfers.
- Sportswear Garments
- Tote Bags & Kids Wear.

We serve all leading International Brands though Apparel/Clothing Producers and Glove Manufacturers in Sri Lanka via rich quality motifs to suit unique demands.

We are ready to serve you 24/7, feel free to reach us via:
sulaiman@eholdings.lk | 077 351 3281 | 011 7 547 547

Fanam International (Pvt) Ltd.

Since 1986. Our Business Activity and Sectors are Agriculture, Coconut Coir, and Livestock & Poultry.We cater Products for Growers and Planters Market, Livestock and Poultry for Farmers and Breeders in the Animal Husbandry.Our core export products are Plant Substrates and Organic Growing Medium which includes Organic Compost, Organic Manure and Organic Potting Mix manufacturing a line of six Specialty Products for Agriculture and Horticulture Applications.

PLATINUM ®Coco Peat is Premium Grade substrate which is treated, 100% Natural and Organic, has anti-fungal and natural rooting hormone properties, low EC and suitable for hot summer and cold winter Climates. We Market in a variety of forms as compressed 25kg bulk bale, 5kg blocks, 650gm briquettes, Planter bags and as Grow bags.

PLATINUM ®COCO HUSK CHIPS for flower pots and flower bed decorations, Orchids, Bromeliads, Anthuriums, other applications.CRESCITA ®COMPOST plus Soil Conditioner has 100% organic matter (OM) and rich in Organic Carbon (OC) 30%-35% SONLITE ®Potting Mix is made from all Natural and Organic raw materials for container and bed plants applications and also for Garden and Commercial Landscaping. We manufacture Organic and Pure Manure form Farm yard Livestock and Poultry marketed as Cow dung, Goat dung and Chicken Litter Manure.

Tel: +94 11 2934234 | +94 11 7227444 Hotline: +94 755225577 | +94 777775334
Email: Exportsales@fanaminternational.com | Fanam@sltnet.lk
Web: www.fanaminternational.com

Green Way Asia Lanka (Pvt) Ltd.

ROYAL CASHEWS

MOMENTS. MADE MAGICAL.

We all live for those special moments in our lives. From the big, life-defining occasions like our children's first birthdays, to the simple, everyday pleasures such as spending time with family or watching our favorite TV shows with loved ones.

And at Royal Cashew we believe everyone deserves to make those moments as magical as possible. To enjoy them to their fullest and make their memories more memorable.

That's why we produce the perfect accompaniment to enhance those occasions. Expertly sourcing the finest raw cashews from local farmers, who embrace and utilize the perfect growing conditions for which Sri Lanka is renown.

Employing a passionate, dedicated workforce — with production expertise at every stage of the value-chain — to skillfully enhance and lovingly craft only natural ingredients. Creating exquisite flavors for every palette, whatever the occasion.

Because in a busy, impatient and hectic world, where time is more precious than ever, everyone deserves a moment of pure quality. And there's no finer quality than a Royal cashew.
Royal Cashews..... *MOMENTS. MADE MAGICAL.*
Web: www.royalcashew.com


SGS
ENABLING A BETTER, SAFER AND MORE INTERCONNECTED WORLD
We are SGS – the world's leading testing, inspection and certification company. We are recognized as the global benchmark for sustainability, quality and integrity. Our 97,000 employees operate a network of 2,650 offices and laboratories, working together to enable a better, safer and more interconnected world. Wherever you are, whatever your industry, our experts worldwide provide specialized solutions to make your business faster, simpler and more efficient.
CONTACT US
SGS Lanka (Pvt) Ltd.
3rd Floor, AEC Building,
140 Vauxhall Street, Colombo 02
t: +94 11 5376280
e: sgs.lanka@sgs.com
w: www.sgs.com

Laugfs Industrial Tyres

LAUGFS Corporation (Rubber) Ltd. uses cutting-edge technology and globally recognized Total Quality Management (TQM) processes to manufacture a full spectrum of industrial tyres for a variety of industrial applications, including material handling, construction, mining and support equipment for a multitude of industrial operations. With strong investments in R&D and process technology, LAUGFS Rubber continues its journey of rapid expansion with a growing product portfolio and a global client base. LAUGFS Industrial Tyres are manufactured to international standards utilizing premium Sri Lankan rubber, backed by its team of dedicated experts. Each tyre is manufactured with a robust focus on enhancing durability, reliability and long-term use in order to ensure that customers always receive solid industrial tyres that they can count on.

LAUGFS Corporation (Rubber) Limited makes it a point every day to take extra steps to minimize its impact on the environment. We believe it is our responsibility as an organization to do the right thing not just for Sri Lanka, but for the world as a whole.

Nestlé Lanka PLC.

In keeping with our commitment to take Sri Lankan products global, Nestlè Lanka PLC has become one of the largest exporters of Coconut Milk Powder in the world with a global presence in over 50 countries, and is also the market leader in Sri Lanka. MAGGI® Coconut Milk Powder is perfect for household as well as out of Home usage.

Web: www.nestle.lk

Samson Rubber Industries (Pvt) Ltd.

Samson Rubber Industries (Pvt) Ltd is a member company of one of the leading conglomerates in Sri Lanka engaged in the manufacture of Pneumatic Tyres and Tubes over last 03 decades. Our product range consists of Bicycle and Motorcycle Tyres, Tubes, and Agricultural Light Truck, Wheel Barrow and Turf Tyres, Trolley Tyres, Scooter and Golf Cart Tyres etc.

We are an ISO 9001:2015 certified company by DNV Netherlands for the design, development, manufacture, and sale of pneumatic Tyres and Tubes. We use cutting edge technology accordance with international standards and complying with social and ethical norms, and have been able to expand our global presence in 70 countries across all six continents.

Our Key values continuous Innovation, On Time Delivery and Quality Consistency delight our customers.

DSI TYRES, has awarded the Best Sri Lankan Brand Exporter - Gold Award for 2016 and 2017 at the annual Export Awards of the NCE.

Web: www.dsitire.com

Straight-Line International (Pvt) Ltd.

Having begun in 2003 the Straight-Line international (Pvt) Ltd now has a decade of experience in its area of expertise. The company is one of the leading coir and coir-based substrate products manufacturer and exporter in Sri Lanka with an ISO 9001-2008 & 2015 certification and today we are recognized as one of the leading trading houses for these products.

Straight-Line international's contributions to the coir industry to help support the fact that Sri Lanka is the world's best source of coir, is its own home grown brand COIR365. Coir products under this brand carry the guarantee of availability, a single fixed price and a consistent above average standard of product quality exceeding international standards all year round. This is a company that endeavours to provide nothing short of the exceptional in terms of quality in coir and coir-based substrate products.

Web: www.coir365.com

SRI LANKAN BRANDS
In the Global Market

A Leading Sri Lankan Investment Banking, Securities and Investment Management Firm

Our Value Proposition

- Client-centric solutions to cater to the unique goals of each client
- Extensive local & international investor network
- Senior attention on every project aspect
- In-depth knowledge & industry expertise

Our Solutions

Corporate Advisory
- Restructuring
- Strategic Advisory

M & A Advisory
- Mergers
- Sales/Divestitures
- LBOs
- Spin-offs
- JVs

Equity Capital Raising
- IPOs
- Rights Issues
- Private Equity

Debt Capital Raising
- Debentures
- Securitizations
- Commercial Papers

Asia Securities has been the trusted partner for our clients' most transformational strategic and capital raising transactions

2021 Sunshine Holdings On purchase of Sunshine Healthcare, Sunshine Tea **LKR 4.0bn Acquisition**	2021 EXPACK Joint Manager and Advisor **LKR 700 Mn Initial Public Offer**	2021 Blackstone on purchase of Piramal Glass **LKR 13.9 Bn Acquisition**	2017 SINGER to The World Of Hayleys **LKR 12.6 Bn Divestiture**	2018 Atlas to HEXAS **LKR 5.7 Bn Divestiture**
2017 Causeway Paints to asian paints **LKR 9.1 Bn Divestiture**	2019 ekuinas sale of A•P•I•I•T **LKR 1.9 Bn Divestiture**	2017 London Stock Exchange Group sale of millennium information technologies to AMBEON HOLDINGS PLC **LKR 1.6 Bn Divestiture**	2019 Cable Solutions to ACL CABLES **LKR 994 Mn Divestiture**	2020 SERENDIB LEISURE to LOLC **LKR 793 Mn Divestiture**

ASIA SECURITIES
INTEGRITY I INSIGHT I INNOVATION
INVESTMENT BANKING

Asia Securities Advisors (Pvt) Ltd
4th Floor, Lee Hedges Tower, 349, Galle Road, Colombo 3
+94 11 772 2170/1 investment.banking@asiasecurities.lk www.asiasecurities.lk



Kasun Hettige
Research Scientist
National Institute of Post-Harvest Management, Sri Lanka

Value Addition of Fruits and Vegetables towards Export Market

In today's globalized world, entrepreneurs are constantly seeking new ways to expand their operations and increase their revenues. One way to achieve this is by exporting their products to international markets. However, in order to succeed in exporting, they need to add value to their products and continually develop new ones to meet the demands of international customers.

Value addition is the process of enhancing the value of a product by adding features or improving its quality. It can be achieved through various means such as improving the design, upgrading the packaging, adding new ingredients or functional properties, and enhancing the nutrition and sensorial attributes of food products. By adding value to their products, businesses can differentiate themselves from their competitors and create a unique selling proposition that appeals to their target market.

To effectively add value and develop new products for export markets, businesses in food industry need to conduct market research and identify the specific needs and preferences of their target customers. They should also stay up-to-date with the latest trends and developments in their industry and use this information to create innovative food products that meet the changing demands of their customers.

Sri Lanka is home to a diverse range of tropical fruits and vegetables that are grown across the country. These crops have significant potential for export, as they offer unique flavors and nutritional benefits that are highly valued in international markets. However, in order to tap into this potential, Sri Lankan entrepreneurs need to focus on value addition of these fruits and vegetables to increase their attractiveness in the export market.

Value addition involves the process of adding value to a product by incorporating additional features or improvements that enhance its overall quality and appeal to customers. In the case of fruits and vegetables, value addition can be achieved through various means such as improving the packaging, enhancing the product's shelf-life, or adding value-added products such as juices, pulp preserves, dehydrated pieces and flour types etc.

One way to enhance the value of Sri Lankan fruits and vegetables is by promoting their unique flavors and nutritional properties. Many of these crops are rich in vitamins, minerals, and antioxidants, making them highly nutritious and appealing to health-conscious consumers. Businesses can leverage this value proposition by emphasizing the nutritional benefits of their products in their marketing campaigns and packaging. Sri Lanka also consists of large number of underutilized fruit crops which have all above features.

Another way to add value to Sri Lankan fruits and vegetables is by processing them into value-added products such as juices, jams, and pickles. These products offer greater convenience and versatility to customers, as they can be consumed in various

forms and are ideal for busy consumers who are looking for healthy, convenient options. As an example, Ready-to-serve (RTS) drinks are extremely popular in Europe and the Middle East countries at present.

Nowadays, the most popular trend of export value added fruits and vegetables is dehydration. Sri Lanka is blessed with a diverse range of fruits and vegetables, many of which have a short shelf life and can spoil quickly if not consumed or preserved promptly. Dehydration is an effective way to preserve Sri Lankan fruits and vegetables for a longer duration, making them ideal for export to international markets. In this article, we will explore the benefits of dehydration, the best practices for dehydrating fruits and vegetables, and the export potential of dried fruits and vegetables from Sri Lanka.

Dehydration involves removing the moisture from fruits and vegetables, which prevents the growth of microorganisms that cause spoilage. This process also reduces the weight and volume of the product, making it easier and more cost-effective to transport. Dehydration also enhances the flavor and nutritional value of the fruits and vegetables by concentrating the natural sugars and nutrients, resulting in a more flavorful and nutrient-dense product.

Best Practices for Dehydration,

To ensure the best quality and safety of dehydrated fruits and vegetables, it is essential to follow proper dehydration techniques. The following are some best practices for dehydrating fruits and vegetables:

Pre-treatment: Before dehydration, fruits and vegetables should be washed and peeled or sliced to the desired thickness.

Temperature and humidity control: The temperature and humidity levels should be carefully monitored and controlled during the dehydration process to ensure consistent results.

Drying method: Fruits and vegetables can be dehydrated using a variety of methods, including sun-drying, air-drying, or mechanical drying using dehydrators or ovens. For export purpose, high quality dryer is a mandatory requirement. Heat pump dryers and vacuum dryers are superior in quality compared to conventional air dryers,

Storage: Dehydrated fruits and vegetables should be stored in a cool, dry place in airtight containers to prevent moisture absorption and spoilage. Packaging material plays an important role in storage and shelf-life of the product. Selecting the best packaging material is an investment to the entrepreneur rather than an expense.

Export Potential: Dried fruits and vegetables are increasingly popular in international markets, as they offer a convenient and healthy snack option for consumers. Sri Lankan fruits and vegetables such as mangoes, papayas, pineapples, bananas, and jackfruit are highly suitable for dehydration due to their unique flavors and high nutritional value. Dehydrated fruits and vegetables from Sri Lanka can be exported to various international markets, including the United States, Europe, and the Middle East.

In conclusion, dehydration is an effective way to preserve Sri Lankan fruits and vegetables for export to international markets. By following proper dehydration techniques, entrepreneurs can ensure the quality and safety of their products, while also enhancing their flavor and nutritional value. Dehydrated fruits and vegetables from Sri Lanka offer significant export potential, and businesses can capitalize on this opportunity by developing high-quality products that meet the needs and preferences of consumers in various international markets.

To succeed in the export market, Sri Lankan businesses need to also ensure that their products meet the quality and safety standards of their target markets. This includes adhering to international food safety regulations and implementing good manufacturing practices to maintain the quality of their products during storage and transportation.

Finally, businesses need to price their products competitively, taking into account factors such as production costs, shipping costs, and local taxes. They should also consider offering incentives such as discounts or promotions to encourage repeat purchases and build brand loyalty. Finally, value addition is essential for Sri Lankan businesses looking to export their fruits and vegetables. By incorporating additional features and improvements that enhance the quality and appeal of their products, they can differentiate themselves from competitors, expand their market share, and increase their revenues. By focusing on quality, safety, and innovation, Sri Lankan entrepreneurs can tap into the immense potential of the global market and establish a strong foothold in the international food industry.







NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
NCE EXPORT AWARDS
NCE
VOICE OF THE EXPORTER
GOLD AWARD WINNER-2022

CLSynergy

Beyond Boundaries...

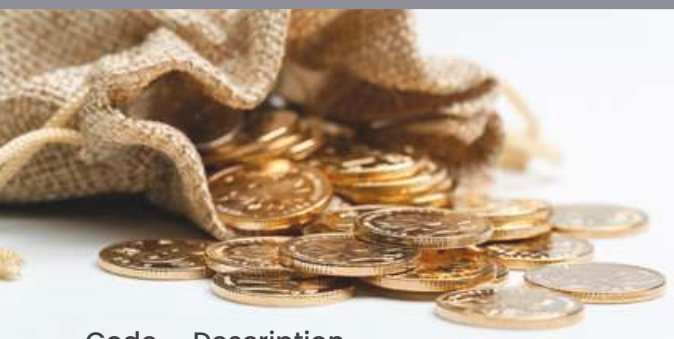
BEYOND THE BOUNDARIES OF LOGISTICS



CL Synergy Limited

6th Floor, Iceland Business Center, Siri Uttarananda Mawatha, Colombo 03.

Tel: +94 (0) 115300250 • E-mail: info@clsynergy.com • Web: www.clsynergy.com



Value in

Information Technology Division

Code	Description	May 2022 Value	June 2022 Value	July 2022 Value	August 2022 Value	September 2022 Value
S.10	Apparel & Textile	482,681,020	566,765,092	550,049,062	565,367,343	479,873,414
S.01	Tea	93,688,830	116,478,006	117,526,383	124,406,231	117,814,799
S.02	Rubber & Rubber Based Products	76,693,925	102,347,417	89,244,214	99,830,261	82,179,318
S.19	Engineering Products	61,855,703	64,286,855	73,166,504	69,540,710	66,855,895
S.03	Coconut & Coconut based Products	70,593,820	84,308,176	67,156,297	71,212,566	65,872,971
S.11	Food, Feed & Beverages	32,161,736	45,530,072	37,869,277	42,739,795	28,433,133
S.09	Diamonds, Gems & Jewellery	16,848,237	40,853,424	36,388,891	42,540,416	58,868,071
S.04	Spices, Essential Oils & Oleoresins	21,487,682	31,741,838	33,928,770	40,108,856	40,847,072
S.08	Fish & Fisheries Products	18,095,864	39,457,104	22,010,362	27,844,788	18,677,889
S.21	Petroleum Products	7,086,005	9,065,473	4,036,083	22,441,939	33,255,754
S.22	Other Manufactures	17,469,716	18,079,495	21,006,640	22,688,856	19,550,274
S.18	Base Metal Products	14,109,460	14,451,674	14,656,141	13,508,118	14,380,923
S.07	Other Export Crops	10,831,427	8,897,951	8,463,784	11,561,915	11,347,114
S.17	Non-metallic Mineral Products	8,622,147	10,337,805	8,345,740	9,594,565	9,206,069
S.16	Chemicals & Plastic Products	10,609,577	11,089,839	11,710,092	10,798,182	11,737,885
S.15	Paper & Paper Products	11,417,276	11,539,188	7,877,473	10,032,362	10,322,069
S.12	Tobacco	6,999,294	7,491,162	9,029,778	7,354,345	7,002,567
S.05	Fruits, Nuts and Vegetables	4,087,366	7,372,646	5,136,030	7,095,304	5,520,029
S.14	Wood & Wooden Products	4,271,345	4,418,157	4,646,935	4,749,292	4,729,577
S.13	Leather Products	1,842,260	2,602,503	1,791,648	3,478,150	3,932,870
S.20	Footwear and Parts	1,639,906	1,747,172	2,440,335	1,036,379	1,753,261
S.95	Miscellaneous Products	5,946,764	7,661,126	1,412,784	4,308,906	469,128
S.06	Cut Flowers & Foliage	1,105,946	1,696,044	826,568	1,489,656	1,345,288
	Total :	980,145,307	1,208,218,216	1,128,719,792	1,213,728,933	1,093,975,370

US Dollars

Sri Lanka Export Development Board

October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023
Value	Value	Value	Value	Value	Value	Value	Value
441,896,762	448,644,560	480,296,042	423,121,694	430,157,305	416,149,710	342,819,787	412,428,276
108,704,969	105,671,950	107,297,849	99,562,244	104,564,197	110,148,469	93,390,144	116,329,958
86,305,513	69,751,108	74,473,114	75,861,692	76,572,980	91,203,303	55,391,070	76,844,319
79,025,878	61,041,090	62,959,138	60,464,971	66,089,920	71,782,553	66,797,076	67,194,230
72,394,758	51,265,831	54,861,079	48,208,028	54,507,031	59,856,486	51,618,797	66,655,302
30,509,235	41,800,729	34,837,700	32,400,508	31,406,248	36,416,390	30,072,577	44,290,460
44,279,697	31,031,225	30,761,116	46,511,712	22,576,885	30,891,286	25,248,753	31,428,584
36,396,172	27,289,673	31,374,084	34,479,024	34,483,808	32,562,022	21,084,695	27,132,881
21,393,970	25,051,541	23,465,236	23,151,089	21,989,394	28,076,954	26,984,570	25,330,944
79,302,502	32,642,576	30,322,743	77,840,420	24,424,910	24,457,904	13,635,655	21,891,125
19,964,297	16,092,726	18,929,875	14,396,014	15,854,128	18,610,864	15,311,122	15,628,034
13,964,797	15,492,297	12,641,766	10,252,609	14,455,927	17,383,342	14,735,592	15,299,861
8,459,490	6,786,280	2,789,657	2,137,990	2,546,461	2,567,260	6,786,272	13,504,809
9,786,906	8,387,999	27,044,910	9,673,905	7,371,403	9,078,638	6,618,611	9,889,362
9,294,008	9,533,014	9,745,762	8,045,667	10,455,351	11,324,951	8,909,616	9,407,803
9,231,413	8,297,130	9,034,689	8,817,421	8,782,411	8,774,756	7,903,060	9,123,041
7,706,603	5,866,511	8,385,438	5,516,319	8,132,954	10,738,874	4,928,098	9,039,319
6,137,836	6,407,228	6,340,398	5,721,623	5,602,130	6,545,923	5,721,272	6,926,272
4,887,589	4,327,351	4,024,585	4,493,348	3,935,303	6,121,627	3,341,513	4,451,823
2,148,281	1,739,525	1,846,924	1,429,002	2,393,995	1,857,240	2,435,174	2,255,052
1,723,972	1,582,953	1,837,483	2,048,781	1,771,190	1,993,104	1,810,478	1,841,815
81,741	2,230,361	9,560,318	6,645,652	2,631,875	4,482,013	7,392,692	1,483,529
1,190,270	910,034	1,161,132	1,159,899	1,327,856	1,326,780	1,196,360	1,310,261
1,094,786,660	981,843,688	1,043,991,042	1,001,939,610	952,033,662	1,002,350,449	814,132,984	989,687,058

YOUR TRUSTED PARTNER IN LOGISTICS

Connecting you to the world in Cargo Imports & Exports



OUR LOGISTICS ADVISORS ARE AT YOUR SERVICE

SHANE	0769719994	bdm@clarionlogistics.lk
SURAJ	0718087266	docs@clarionlogistics.lk
SUPUN	0760878082	marketing1@clarionlogistics.lk

CLARION LOGISTICS (PVT) LTD

No 88, Level 03, Justice Akbar Mawatha,
Colombo 02. Sri Lanka

Tel Office : 0094 115 877050
Fax : 0094 112 303209
Web : www.clarionlogistics.lk



Seylan Towers
No. 90, Galle Road, Colombo 03.
Brand Finance Rating: "A+" Fitch Ratings: A-(lka) Co. Reg. No.: PQ9.
Seylan Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.

SEYLAN
BANK PLC
The bank with a heart

Tea Logistics with a Global Reach



- International logistics services to and from any part of the World
- Convenience
- Flexibility
- Longstanding expertise in handling shipments bound to Libya, Russia, Commonwealth of Independent States (CIS) and restricted / land-locked destinations
- Timely and accurate documentation meeting complex cross boarder requirements

SALOTA

Partnership. On Trust

SALOTA International (Private) Limited No. 26 B, 1st Floor, Alwis Place, Colombo 03, Sri Lanka T: +94 (0) 11 5115500, - Mobile: +94 74 060 2615
Email: neil@salotaint.com - Website: www.salotaint.com

Crystalstone

Sri Lankan Pride Carved in Quartz



The word innovation has been so overused in recent years that it has been devalued, the business world having lost sight of its true meaning. Fact is, it requires unparalleled creativity, craftsmanship, passion and perfectionism to merit being called innovative and to gain recognition for other attributes associated with the entrepreneurial spirit.

Crystalstone, a brand of quartz surfaces made of Sri Lanka's very own quartz, is a stellar example of authentic innovation. It is the flag-bearer of Ruhunu Lanka Minerals, a wholly owned subsidiary of CeyQuartz.

In this wide-ranging and candid interview, Mr. A. F. M. Farook, Chief Operating Officer (COO) of CeyQuartz, shares the story of how the Crystalstone brand was born. He also reveals how Crystalstone revolutionized the way quartz worktops, tabletops, as well as kitchen, pantry, and bathroom countertops, plus flooring and other upscale accessories are adding aesthetic appeal and functional value to the modern living space.



CeyQuartz is a trusted name in the local mining and minerals processing industry. It has been exporting Sri Lankan quartz to international markets long before the introduction of Crystalstone. Could you tell us about Crystalstone from the moment of its creation to its rise to market dominance?

CeyQuartz has earned a gilded reputation as a miner, processor and exporter of Sri Lankan quartz since the late 1970s. We have been the frontrunner in this business for nearly 30 years! In this time, we amassed a wealth of experience, in-depth expertise and encyclopedic technical knowledge in processing and crafting a portfolio of top-notch quartz-based products.

Sri Lanka is blessed with vast reserves of natural, high-quality quartz. As the premier exporter of quartz, we saw the growing demand for high-grade quartz slabs and surfaces in developed international markets. Surprisingly, despite the country's abundance of top-quality quartz, Sri Lanka was not supplying the end product to global markets. In effect, the country was missing a huge opportunity.

So, in 2016 we created the Crystalstone brand to make world-class quartz surfaces under a distinctive Sri Lankan brand to serve both local and international markets. That was a key turning point. Since then, we have made rapid progress in a very short time-span in terms of penetrating both local and overseas markets that have shown strong demand for quartz-based products.

How does quartz stand out as unique in relation to other alternatives such as marble and granite? And how does the Crystalstone brand infuse those values and attributes into the product?

Quartz is one of earth's toughest, most resilient, and naturally occurring minerals. The reason why quartz surfaces stand out in relation to lesser alternatives is the design flexibility it offers the critical triad of customer, interior designer, and builder. Quartz offers countless other advantages over traditional materials such as

granite, marble and tiles, especially when used for countertops and similar types of surfaces.

For example, quartz is famously stain and scratch-resistant, only diamonds are harder than quartz. Quartz surfaces are impervious to the hazards of everyday use, spills or harsh household cleaners, thanks to its crystalline structure and chemical inertness. As a result, quartz countertops need only an occasional cleanup to retain their pristine condition and will continue to do so even after years of use.

Quartz is non-porous, so there is practically zero water absorption. This in turn means that microbes cannot replicate themselves in these surfaces. These properties make it the perfect material for a wide range of surface types. If you need more reasons to choose quartz surfaces, it is also considered to have healing properties and has a positive energy compared to other stones, according to alternative / holistic medical practitioners.

As mentioned earlier, we have mined and processed quartz for more than a quarter century, and are currently the only dedicated manufacturer of high-quality quartz surfaces in Sri Lanka. Our ability to create a wide and versatile range of designs customizable to suit any surface or interior is purely the result of our hard-earned expertise in the trade.

How do Crystalstone surfaces make their way from the mines through the factory to the showroom? What processes, standards and practices have you put in place to ensure that you offer a world-class product to the customer?

Our main raw material processing plant is located in Sri Lanka's quartz-rich region of Naula, and over 275 professionally-trained employees are engaged in the process of manufacturing our products there. Our plant in Bentota, where the end product that reaches



our customers is manufactured, currently employs 75 persons. Customer demand keeps them busy.

Being fully vertically integrated—from mining to raw materials processing to end product, gives us an exceptional degree of control over quality. Also, being a supplier to international markets, we are committed to sustainability and the environment, hence our plants are certified with ISO 9001:2015 and ISO 14001:2015 accreditations.

World-class research and development is the mission-critical cornerstone of our success globally. Our meticulous Research and Development unit makes all the creativity and innovation possible whilst maintaining the highest international standards. Being the premier supplier of Sri Lankan quartz products to the world, we take pride in representing our country. We also understand the responsibility that comes with it. Hence our emphasis on R&D.

How big is your current footprint in the local and international markets? What direction are you heading in, and can you share your strategic plans for global expansion?



In terms of local market presence, we have taken steps to increase our presence across different regions in the past two years. A few months ago, we launched our flagship studio at 496, Nawala Road, Koswatta Junction, Rajagiriya, to spearhead this expansion effort. This was followed by another showroom in Kurunegala, and two more are scheduled to open in Galle and Jaffna in the near future. Stay tuned.

Additionally, while raising awareness about the desirability of quartz in the local market, we have launched a strategic initiative to increase brand visibility and top-of-mind recall globally.

To that end, we have appointed Home Stone Designs (HSD), a company with years of experience in real estate and interior design, as our agent to represent and promote the Crystalstone brand in the United States. In fact, we are evaluating options to acquire retail space in Los Angeles to enlarge our footprint in the U.S. Recent exploratory forays into Singapore, the Maldives and the United Arab Emirates have resulted in positive feedback. Conversions are imminent.

We are also assessing the potential for expansion into Australia and the United Kingdom, and are testing attractive new offerings developed by our R&D team.

In a nutshell, we are a 100% Sri Lankan brand with global ambitions. We nurture dreams of dominating international markets with highly-valued upscale quartz products, while satisfying local customers with the best value for their money. Our passion and commitment to this cause are evident. Hence, we are both optimistic and confident of achieving our goals and creating the future we have envisioned for ourselves.

LUMBINI AQUARIA

LIVING COLOURS SINCE 1952





ORNAMENTAL FISH FROM SRI LANKA

In the captivating waters of Sri Lanka, Lumbini Aquaria reigns as a premier exporter of exquisite fish species. Since 1952, they have delighted the world with a dazzling array of Guppies, Angels, Platies, Swordtails, Tetras, Mollies, Gouramies, and Cold Water fish.
Their aquatic haven mesmerizes with vibrant life and lush greenery, spreading joy across the globe.

For more information please contact us on
WhatsApp +94 70 389 9916 or +94 70 365 2515

LUMBINI AQUARIA
Living Colours Since 1952

Tel : +94 372 288 566 | Hotline : +94 703 899 916
Email : sales@lumbiniaquaria.lk | www.lumbiniaquaria.com

LOCATION



NIDRO

We make Ethical Business Work

Sustainably Produced Products & Services for a Healthy Lifestyle

"Over 45 years' experience in the business of exporting only the very best from Sri Lanka"





Certifications & Awards



2017	2018	2019	2022	2022
BRONZE WINNER	SILVER WINNER	BRONZE WINNER	GOLD WINNER	BEST ETHICAL TRADING EXPORTER

For Fresh & Processed Agricultural Export Crops Sector – Large Catrgory

Follow us

/nidrolanka

/company/nidro-supply-pvt-ltd

/nidrosupply

Waves

Global expansion journey begins in Dubai

Creating a splash internationally, the first WAVES concept store was launched ceremoniously at one of the most popular upmarket malls in Dubai, the Deira City Centre, on 11th April 2023. Dubai was chosen as the ideal location because it is a global fashion and lifestyle hub that echoes the ethos of the Waves brand.

The Deira City Centre is considered the ultimate shopping destination in Dubai and attracts a high number of footfalls as it retails world-famous brands under one roof. Waves products are already available in Dubai, Australia, UK, Germany, Switzerland, USA, Seychelles, French Polynesia, Maldives and Qatar, but this Waves concept store is the first in an overseas market.

Waves is a uniquely sustainable, vegan, eco-friendly, fashionable and colorful flip flop collection inspired by the natural beauty of Sri Lanka. The brand was conceptualized to be the perfect balance of a calm coastal lifestyle and the refinement of urban glamour, using Sri Lanka as the backdrop and inspiration.

The moment that valued customers walk through the doors of the Waves concept store in Dubai, they will step into a sustainable fashion world filled with style, character and colour, constructed using eco-friendly and recycled material. This stands as a testimonial to the brand's philosophy: 'When you wear a pair of Waves, you take a stand to protect nature's pristine unfolding and safeguard it for tomorrow. When you wear a pair of Waves, you make a difference.'

Commenting on the launch, Oshini Jayasuriya - Brand Manager, Waves, says: "Since inception, Waves has always been a trend-setter and we are delighted to trail-blaze our way into Dubai with the launch of our first-ever Waves concept store in any overseas market. Waves will compete successful with world-class brands in Dubai as it occupies



a unique niche as an ethically produced and sustainable product. Our aim is to become the world's most popular summer flip flop brand that doesn't use plastic and is one of the world's few vegan-certified flip flops that leaves no trace in the environment. We look forward to consolidating our presence in Dubai with the inauguration of one more attractive Waves concept store in the city centre of Fujairah, which is in the coastal region of Dubai and famous for its beaches - a perfect match for our flip flop brand!"

She explains further: "In order to retail at a high-end mall in Dubai, Waves had to meet superior quality standards which were already instilled in our brand. In fact, Waves is the only flip flop that is manufactured out of FSC (Forest Stewardship Council) certified natural rubber, an international certification that confirms responsible sourcing. Our brand will appeal to a growing tribe of customers who want to be guilt-free when making purchasing decisions by evaluating a brand's sustainability quotient."

Waves was bestowed with a Bronze award at the last SLIM Brand Excellence awards as the 'Green Brand of the Year' - a truly proud moment in the company's sustainability journey.

Extending the purpose of the brand, Project Waves was launched as an eco-friendly Corporate Social Responsibility (CSR) initiative for restoring and preserving Sri Lanka's beaches and environment through upcycling to reduce the impact on the marine environment. The company has set up collection bins for people to dispose used flip flops which are recycled, thereby turning waste into value.

In keeping with the sustainability ethos of the brand, the company has invested its resources to launch a sustainable clothing line, using yarns derived from PET plastic bottles, the only clothing brand in Sri Lanka that retails a clothing range made out of recycled PET plastic bottles.

Since the opening of the first Waves concept store in 2018 in Sri Lanka, the company has expanded to six Waves concept stores. Currently, Waves stores are located in the Marino Mall, One Galle Face Mall, Galle, Kandy, K Zone - Ja Ela and Negombo, with further expansions planned.







Exporters Since 1986

Fanam International (Pvt) Ltd.

Agriculture | Coconut Coir | Poultry & Livestock



Successor's to Fanam International

37 Years legacy to Sri Lanka Agriculture products export 23 country markets to date The One Company with 26 Years in Export, Re-export and Entreport trade to Maldives in multi sectoral products, market leader in fertilisers and Ranked No. 2 in Live Poultry chicks export.

Value | Consistency | Uniqueness













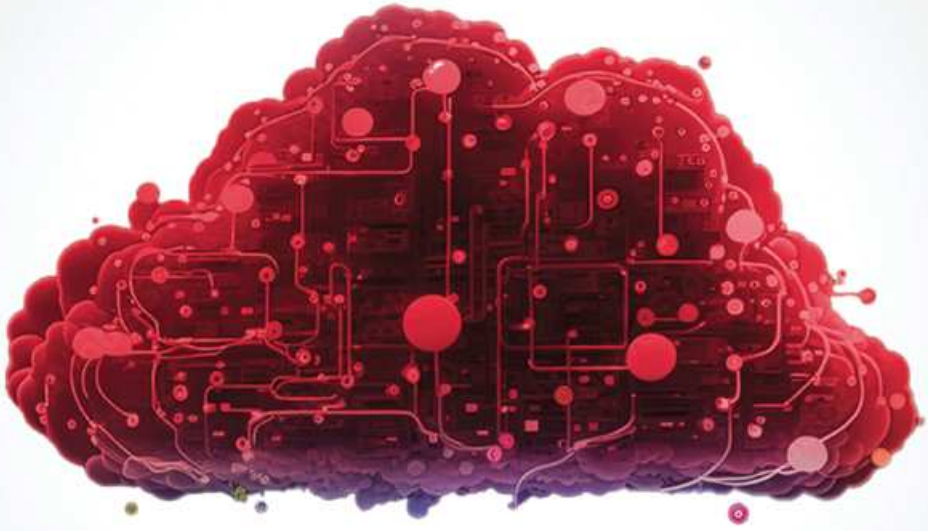






FANAM International (Pvt) Ltd
520/2/1, Negombo Road, Wattala,Sri Lanka
+94 11 2934 234 / 11 7227 444 / 11 4877 444 / 11 3657 260
+94 11 2945111
fanam@sltnet.lk exportsales@fanaminternational.com www.fanaminternational.com.lk

UNLOCK
THE FULL POTENTIAL OF
YOUR BUSINESS
ON THE
OREL CLOUD



Take your business
to new heights with Sri Lanka's largest single
technology cloud platform.

Let's connect

Thilan: +9470 702 3126 | info@orelit.com | www.orelcloud.com

OREL CLOUD

Our Partners

DMS kbsl OIS ORIONSTELLAR

Unveiling the Road to Success:

OREL IT Reigns as the Best Export Services Provider at Annual NCE Awards 2022

We are thrilled to announce that OREL IT, the renowned pioneer in IT services in Sri Lanka, has once again been honored with the prestigious Best Value-Added Exporter - Service Sector award at the Annual Export Awards organized by the National Chamber of Exporters for the year 2022. As the CEO of OREL IT, I take immense pride in sharing this remarkable accomplishment with our esteemed customers and partners herein.

Since our establishment in 2010, OREL IT has consistently demonstrated leadership in the global IT services sector, earning recognition both locally and internationally. Our dedication to excellence and the delivery of innovative and customized services have allowed us to meet the evolving needs of our global clientele. In fact, this recent recognition further solidifies our position in the market and enhances our reputation as a trusted IT services provider worldwide.

Especially, the Best Value-Added Exporter - Service Sector award brings us immense significance within our business community for several reasons. Firstly, it recognizes our outstanding performance surpassing competitors and showcases our ability to exceed customer expectations by providing value-added services. Also, it highlights our success in cultivating strong relationships with our international clients. So, celebrating this remarkable achievement, OREL IT would like to express our heartfelt gratitude for the unwavering trust and support placed by our clients on us throughout this journey as their continued support has been instrumental in our success.

Another important factor to which we attribute our success is our unwavering commitment to research and development. The fact of investing in technological advancements, we have indeed maintained our position at the forefront of the global IT industry, enabling us to provide innovative solutions that cater to our client's specific needs. Especially, having a strong sense of understanding of their business objectives allows us to add tangible value, enhance efficiency, and drive growth at both our island-wide and international branch offices. In fact, we have formed notable global partnerships with over 16 countries, including the UK, Dubai, Singapore, and Luxembourg, further expanding our reach and capabilities.

Here again, it should be mentioned that our team of highly skilled professionals and subject matter experts work close knitted with our clients to deliver comprehensive solutions. At OREL IT, our team exceptionally optimizes processes, boosts productivity, and ensures our clients maintain a competitive edge in the global market and this dedication to providing remarkable value-added services sets us apart in the industry.

Speaking of the National Chamber of Exporters, the organization plays a crucial role in promoting and supporting Sri Lanka's export industry. This is why their recognition of OREL IT as the Best Value-Added

Exporter further validates our outstanding accomplishments and significant contributions to both the global and local IT services industry. We, therefore, are honored to have received this award, as it reflects the careful analysis and evaluation conducted by the esteemed jury of the National Chamber of Exporters Awards,2022.

Additionally, this accolade also reinforces OREL IT's reputation as a reliable and esteemed partner for international clients seeking cutting-edge IT solutions. With effect, we remain committed to delivering quality services, prioritizing customer-centricity, and fostering innovation and OREL IT is confident that we are positioned for even greater success in the years to come thereby making a positive impact on Sri Lanka's export industry.

On a final note, as the CEO of OREL IT, I want to emphasize to all the upcoming exporters in the global IT industry that success is just a destination and all you have to do is to find the right path to reach it. Simply, follow the strategies that best suit you, maintain a customer-centric approach, and invest right in research and development. Also, remember to constantly adapt and innovate with the latest technology, as the IT landscape is ever-evolving. Above all, embrace fresh relationships with new clients to prioritize their satisfaction and keep the existing ones strong. This way going that extra mile to carve a niche for yourself in the global IT market would never be a challenging task and finally, you will become what we are today!

SML – Serving the Shipping Industry for 14 Years



Mr. Raj Rasiah

MD



Mr. Kandasamy

Overseas / Director



Mr. Krishna Kumar

Overseas / Director



Mrs.Rashika Samarajeewa

Director

Smart **M**arine **L**anka was established in year 2009, Looking at Global context of the Shipping Industry, representing – SMART CONTAINER LINE (Singapore) Exclusively in Sri Lanka over the last 13 years has given the Customers the added advantage of the Ship Agency – NVOCC – Total Logistics Service Solutions.

With our Global Networks with WCA (World Cargo Alliance), WSA (World Shipping Alliance), JC Trans, Uconnect. We are committed to provide end to end shipping related solutions to our Local and Global Customers.

SML is very much committed to ensure that our customers are always given the prompt and real time updates on the arrival of the Ship to Colombo Port and discharging of Cargo and vise versa for the Customers who are on the Export Market.

"SMART" is the branding of service Excellence to customers as we commit ourselves stating that our "**S**ervice **M**easures **A**lways **R**eliable **Trus**ted"

SML's main asset is the Experience Staff members who are always committed to provide 24x7, 365 days to the clients over the Dedicated Decade of Services, which hold the key strength of SML.

Further SML Management Team is Professionals who has been serving the Trade over 25 year of Services always wants to offer the customers, Superior and timely services without compromising on the quality of our services which has been a strength of the Organizing Team.

This is evident that at the EXIM India Award we have been awarded the Best NVOCC LINE Of the year 2014 to 2021 Regional Operator Indian Sub –Continent representing our Principals Smart Container Lines and our Services offered from Indian Sub to Colombo covering Imports/Exports and Transshipment Services of Cargo.

We SML strongly believe that as a **TEAM** we have sailed this far but not as Individuals, we always believe and rely on our **TEAM** – **T**ogether **E**veryone **A**chieves **M**ore.

SERVICE MEASURES ALWAYS RELIABLE TRUSTED

SMART MARINE LANKA (PVT) LTD
NO:15, 1ST FLOOR, LAMICO TOWER,
VISAKA ROAD, COLOMBO 04.
T:P - +94 11 5052226 | +94 11 2081123
FAX - +94 11 2081122
H:P - +94 77 7560065 | +94 77 3104251
E-mail - adcmb@smartmarinelk.com
WEB - www.smartmarinelanka.com



Ceyline Maritime and Oceaneeds

Striving for Excellence

With many years in the maritime industry, Ceyline Maritime Services (Pvt) Ltd and Oceaneeds (Pvt) Ltd has rendered its service to multiple organizations by supporting operations across the Sri Lankan Territorial waters. Over the years, the company has been rewarded for its services. It takes pride in being the finest shipping service provider and a backbone to serve in Lankan waters.

Speaking to Group Executive Chairman Capt. Ajith Peiris, emphasized the shipping industry of Sri Lanka and the future of Ceyline, what it has to offer to the industry and helping the Sri Lankan economy.

"Ceyline Maritime Services Private Limited, the ship-husbandry services, focuses on providing comprehensive facilities in the maritime industry within Sri Lankan waters. While we do not explicitly claim to be a leading shipping company, we take pride in the fact that others in the industry consider us a benchmark for excellence. While we may not boast about being a leading shipping company, our track record and the recognition we receive from our clients and industry peers speak for themselves.

We take pride in being a trusted partner and go above and beyond to maintain our reputation as a reliable and efficient maritime service provider in Sri Lanka. As a company, we understand the importance of our role in the maritime sector and strive to deliver the highest quality of service to our clients. Our dedicated team works diligently to meet and exceed industry standards, ensuring the smooth operation of ships and vessels that navigate through Sri Lankan waters".

Ceyline Maritime Services offers a range of services to support the shipping industry, including ship agency & Husbandry services, crew change operations, and vessel operations. The company works closely with Ship Owners and Ship Managers, operators, and charterers to provide tailored solutions that meet specific requirements.

"Our commitment to excellence is reflected in our continuous efforts to improve our services and adapt to the evolving needs of the industry. We invest in the training and development of our team members to ensure they possess the necessary expertise and skills to deliver exceptional results", added Capt.Ajith.

The company is committed to providing world-class service and being recognized as the best in the industry. Over the years, it has demonstrated its continuous efforts to be a game changer in the industry.

Ceyline's numerous accolades in the recent past prove its high standards of service; speaking to, the Director / Chief Executive Officer Kumudu Abayasiri "It's a great honour to obtain three prestigious awards from The National Chamber of Exporters of Sri Lanka (NCE), held on the 2nd of December 2022 at Shangri-La Colombo. And the awards won were The Gold award for Best Professional

Service Exporter and two coveted awards for Best SME Exporter and Deshabandu Patrick Amarasinghe Challenge Trophy in The Best Exporter SME Category.

This renowned gold award for export performance honours various key features of Ceyline Maritime Service's (CMS) business strategy and knowhow in business, with a focus on their benchmark expertise as Agents for reputable ship owners and ship managers in this industry."

Commenting he further mentioned "Aside from the above we were further privileged to accomplish the following awards in which are of the Winner of small category, shipping and shipping and shipping related services sector and in the excellence in business & financial results and while Oceaneeds (Pvt) Ltd attained the merit award in shipping and shipping related services sector at the National Business Excellence awards 2021 and 2022. All these awards were possible with the hours of work done by every staff member, Ceyline has worked hard in keeping with standards and demands, and the service has always been par excellence".

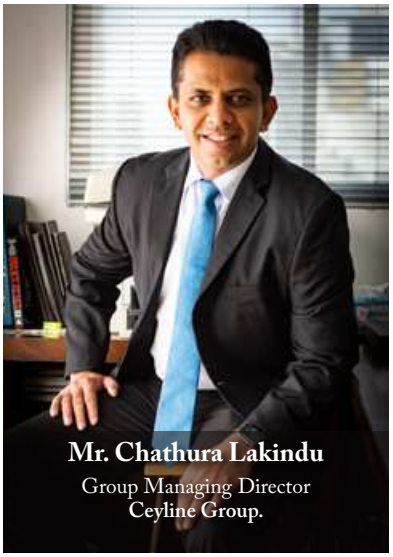
Group Managing Director Chathura Lakindu said, "Our primary objective is to contribute to the economic development of the country by generating much-needed foreign currency through shipping services. To achieve this goal, we will be focusing on enhancing the existing services and expanding our operations to capture new markets. The aim is to improve the efficiency factors and reliability of the services we render to attract potential clients and thereby lead to increase market share. This is possible by providing excellent service while delighting the clients and meeting the evolving needs of potential customers with an assortment of services, and we direct our strategies to reinforce our position in a totally new market in the same industry and generate more revenue towards the country economy.

Singapore is identified as a potential market for business expansion, the country is a major international maritime hub, and we have set sights on expanding our services and looking for new opportunities for growth and profitability. Expanding into Singapore will not only diversify Ceyline's business portfolio but also provide access to an extensive customer base and a more viable market. It will allow us to leverage the strategic location and advanced infrastructure of Singapore to further enhance our services and operations.

We are actively engaged in investing in resources, technology, and talent acquisition to ensure that we have the necessary capabilities to operate in both Sri Lanka and Singapore. Ceyline aims to provide services of high value, maintaining industry standards and adapting to the changing dynamics of the maritime sector. Focusing on the country's economic development and expanding operations into Singapore, we focus to strengthen our position as a ship agency and ship husbandry services organization in Sri Lanka and contribute significantly to the sustainable growth and develop the economy as well as the maritime industry of the country".



Capt. Ajith Peiris
Group Executive Chairman
Ceyline Group.



Mr. Chathura Lakindu
Group Managing Director
Ceyline Group.



Mr. Kumudu Abayasiri
Director / Chief Executive Officer
Ceyline Maritime Services Pvt Ltd.
Oceaneeds Pvt Ltd.



CEYLON TEA
SYMBOL OF QUALITY

CEYLON TEA

TASTE THE DIFFERENCE

OZONE FRIENDLY
PURE CEYLON TEA

SPECIALITY REGIONAL TEAS





Nuwara Eliya *Delicately Fragrant*

As Nuwara Eliya is unique, so is its tea. Recognized by tea connoisseurs, it has been said that Nuwara Eliya,at 6,240 feet above sea level, is to Ceylon tea what Champagne is to French wine. Brewed light it makes for a very smooth cup of tea that can also be iced for a refreshing difference.



Uda Pussellawa *Exquisitely Tangy*

The tea grown on the Uda Pussellawa mountain range experiences two periods of superior quality. The traditional eastern quality season from July to September is the peak but the dry, cold conditions of the first quarter of the year yield a range of rosy teas.Of medium body and subtle character, these teas produce a majestic flavor.



Dimbula *Refreshingly Mellow*

Dimbula is, perhaps, the most famous name associated with Ceylon Tea. The plantations located at 3,500 to 5,500 feet above sea level, cover the western slopes of the district. The monsoon rains and the cold dry weather produce a range of teas, from full bodied to light and delicate.



Uva *Exotically Aromatic*

Grown at an elevation between 3,000 to 5,000 feet above sea level, on the eastern slopes of Sri Lanka's central mountains, the Uva teas have a truly unique flavor. These teas are commonly used in many different blends but, with their different characteristics, they can also be enjoyed on their own.



Kandy *Intensely Fullbodied*

Mid country teas grown on plantations at 2,000 to 4,000 feet above sea level, produce a full bodied tea. Ideal for those who like their tea strong and bursting with flavor. Best served with milk.



Sabaragamuwa *Exceptionally Stylish*

Sabaragamuwa agro -climatic region ranging from sea level to about 2,500 feet is also referred as low grown tea and typically known for their stylish leaf appearance and larger particle size. The blackness of the dry leaf is a distinctive feature, as are the deep red colour of the infused brew of its Black Tea and its smooth and full-bodied liquors.



Ruhuna *Distinctively Unique*

The Southern part of Sri Lanka, though not traditionally known for its tea growing, does produce an exceptional tea. Grown from sea level to about 2,000 feet, the particular condition of the soil gives the leaves blackness and imparts in the brew a strong and distinctive taste. A perfect cup for those who like their tea thick and sweet, with or without milk.

WEB: www.pureceylontea.com

Samson International PLC

Premier rubber product manufacture in Sri Lanka



HEALTH & FITNESS



RUBBER MATS & FLOORING



WINNER OF 10
NCE GOLD AWARDS



RUBBER BEADING



AUTOMOTIVE



CUSTOMIZED
RUBBER PRODUCTS

LEADING THE WAY IN SUSTAINABLE MANUFACTURING

QUALITY CERTIFICATIONS & SUSTAINABLE PRODUCT CERTIFICATIONS

ISO 14001 · ISO 50001 · ISO 9001:2015 · TÜV SÜD · BSCI · FSC · FAIR RUBBER

SAMSON INTERNATIONAL PLC
AKURESSA ROAD,
BOGAHAGODA, GALLE,
80122, SRI LANKA

E-MAIL : INFO@SAMSONINT.COM
WEB : WWW.SAMSONINT.COM
TEL : +94-913 094 469~72
FAX : +94-912 224 036

DSI Samson group | RUBBER

WELCOMING POSSIBILITIES



Samson International PLC

The Power of Innovation: Driving Success in Today's Market



Samson International PLC At the latest NCE exports awards, Samson International PLC has been recognized for its commitment to innovation with The Most Innovative Exporter Award, a night that recognized the best exporters in the country. Chosen by an elite panel of judges, the award was presented in recognition of their commitment to innovation across the organization. With over 35 years of success, Samson International continues to develop and deliver diverse and innovative products that transcend trends and turn heads.

A member of the renowned DSI Samson Group, Samson International has been the front-runner in Sri Lankan rubber industry for many years. At the core of Samson International's success lies a culture that fosters and embraces innovation. From the top leadership down to every employee, a shared belief in the power of ideas fuels a relentless drive to push boundaries and challenge conventions. The company cultivates an environment where creativity thrives, encouraging collaboration, risk-taking, and the freedom to think beyond the constraints of the status

quo. They pioneered rubber hot water bottle manufacturing in Sri Lanka and revolutionized the industry by inventing one-unit and long hot water bottles to which they hold patent rights. Also, they were the first Sri Lankan rubber product manufacturer to obtain ISO9001 quality certification back in 1994. Further, they were instrumental in developing many other products such as the world's first rubber seed trays, rubber flower pots, and menstrual cups.

Samson International is the brains behind the Mayura Yoga brand, the only yoga mat to manufacture in Sri Lank. In the serene world of yoga, where peace and balance reign, Mayura Yoga stands out as a paragon of quality and innovation. Mayura Yoga's ascent to fame can be attributed to its pioneering material innovations that have redefined the standards of yoga mat excellence. By combining natural rubber with cutting-edge technologies, they have developed a unique blend that provides exceptional grip, cushioning, and durability. This breakthrough in material science ensures that every Mayura Yoga mat becomes an extension of the practitioner, fostering stability and alignment in even the most challenging poses.

Samson International is not only dedicated to pushing the boundaries of technology but also to addressing the pressing challenges of sustainability. The company recognizes the importance of environmentally conscious practices and incorporates sustainability into its innovation processes. From developing FSC-certified rubber products to promoting plastic-free gardening, Samson International is committed to minimizing its ecological footprint and contributing to a more sustainable future.

Speaking about the award, its Managing Director Mr. Dilshan Rajapaksa stated that "It is with utmost pride and joy that we accept this award. Being named the Most Innovative Exporter in the country is a proud and humbling moment, and certainly a strong endorsement of our innovative culture."

Further expressing their commitment to innovation, Mr. Rajapaksa stated that "In today's fast-paced and ever-changing business landscape, innovation has emerged as a critical driver of success for companies across industries. The ability to innovate is no longer a luxury but a necessity for organizations striving to stay ahead of the competition, meet evolving customer needs, and achieve sustainable growth. Innovation serves as a catalyst for business growth, allowing companies to expand their horizons and explore new opportunities. By continuously seeking new ideas, developing groundbreaking products, and introducing innovative solutions, organizations can tap into untapped markets, attract new customers, and drive revenue growth. Innovation fuels business expansion and helps companies stay ahead of the curve."



Samson International understands the power of collaboration and the strength that lies in partnerships. The company continues to foster innovation with numerous ongoing projects and collaborates with many local and international organizations. They work with many local and international universities where they collaborate with academics, researchers, and students in developing groundbreaking products. Also they work with many international consultants in countries such as New Zealnd and UK.

Samson International stands as a testament to the power of innovation and its ability to reshape industries and improve lives. With a culture that fosters creativity, a portfolio of disruptive technologies, a collaborative approach, and a focus on sustainability, Samson International exemplifies the spirit of pioneering change. As they continue to push boundaries and challenge the status quo, Samson International is a driving force in shaping the future, leaving an indelible mark on the world through their innovative solutions.

Hayleys AGRICULTURE

HJS CONDIMENTS LIMITED

island magic

HJS CONDIMENTS LIMITED

THE LARGEST MANUFACTURER OF PROCESSED PLANT-BASED FOOD AND BEVERAGE PRODUCTS IN SRI LANKA

Discover the taste of our ready-to-eat meals, condiments, and snacks, which have been meticulously crafted with the best ingredients and high standards of quality control.

Through our manufacturing and export operations, which span 52 nations globally, we have significantly aided Sri Lanka's economic development over the past thirty years while empowering our local farmers.





LAUGFS RUBBER

LAUGFS

INDUSTRIAL TYRES

DESIGNED FOR PERFECTION BUILD TO LAST



Most Outstanding
Exporter of the Year 2022
At the 30th NCE Awards

LAUGFS Corporation (Rubber) Ltd is a Sri Lankan Solid rubber tyre manufacturing company with a specialized focus on manufacturing and exporting a full spectrum of industrial tyres for a variety of industrial applications, including material handling, construction, mining, port trailers and ground support equipment for a multitude of industrial operations.

SGS SGS SGS

LAUGFS Corporation (Rubber) Limited,

No.101, Maya Avenue, Colombo 6, Sri Lanka. | Tel: +94115566222 / +94777488639
Email: info.rubber@laugfs.lk | Web: www.laugfsindustrialtyres.lk



LAUGFS Rubber

Leading the Way in Sustainable Practices

LAUGFS Rubber, a renowned manufacturer of industrial solid tyres, is making remarkable strides towards sustainability with its comprehensive company-wide initiatives aimed at minimizing environmental impact. These groundbreaking endeavors not only prioritize operational excellence but also exemplify the company's leadership in sustainable practices. Located in Horana, the LAUGFS Rubber factory is set to significantly reduce energy consumption and waste, setting a new benchmark for sustainable manufacturing.

Collaborating with LAUGFS Power, the factory has successfully installed a state-of-the-art grid-tied rooftop solar PV system. This cutting-edge system now generates a substantial 40% of the factory's power requirements, resulting in an impressive annual clean energy output of 490 MWh. Equally significant is the system's capability to offset a staggering 350 metric tons of CO2 emissions, making a significant contribution to mitigating climate change. By reducing reliance on non-renewable energy sources, LAUGFS Rubber showcases its unwavering commitment to environmental preservation and solidifies its position as a frontrunner in renewable energy investments.

In addition to solar power, LAUGFS Rubber has implemented a series of initiatives aimed at minimizing overall energy usage in its production processes. Regular energy audits and strategic infrastructural changes have

been instrumental in optimizing operational efficiency. The integration of skylights harnesses natural sunlight effectively, while the implementation of capacitor banks significantly reduces energy wastage during machinery activation. Adhering to international standards and best practices, LAUGFS Rubber has been awarded the prestigious ISO 50001:2011 Energy Management System certification, underscoring the company's commitment to responsible and efficient energy consumption.

Complementing its energy-saving efforts, LAUGFS Rubber has commissioned an Effluent Treatment Plant (ETP) to purify and recycle water, thereby optimizing water usage and minimizing wastage. Dust collectors strategically installed within the factory premises effectively remove contaminants, while stringent noise limits during machinery operation help mitigate noise pollution. LAUGFS Rubber has taken a holistic approach by meticulously assessing its rubber mixing, transportation, and other production processes to identify and address any potential environmental impacts. These comprehensive efforts have earned the company the ISO 14001:2015 certification for its exemplary environmental management system and processes.

Furthermore, LAUGFS Rubber has proudly achieved the ISO/TS 14067:2012 Product Carbon Footprint certification, a testament to the company's transparent calculation of total greenhouse gas (GHG) emissions across its industrial solid tyre manufacturing process. By proactively measuring and reducing its carbon footprint, LAUGFS Rubber further demonstrates its unwavering commitment to environmental stewardship.

As a fully owned subsidiary of LAUGFS Holdings Limited, LAUGFS Corporation (Rubber) Limited has been manufacturing industrial solid tyres since 2008. With a presence in 35 countries across five continents, the company has established a global reputation for excellence. Its product portfolio, trusted by numerous original heavy equipment manufacturers (OEMs), includes press-on band (POB) tyres and resilient tyres customized to meet specific client needs. Additionally, the company produces skid steer tyres renowned for their exceptional durability in construction applications.

LAUGFS Rubber's commitment to quality is unwavering. The company's state-of-the-art manufacturing plants adhere to globally recognized Total Quality Management (TQM) processes, ensuring the production of the highest quality solid tyres that meet international standards. The company's dedication to excellence is reinforced by its ISO 9001:2015 Quality Management certification, which highlights its commitment to maintaining strict quality parameters throughout its manufacturing processes.











BOXES

FOR VALUE ADDED PRODUCTS



Wine Presenter



Tea Presenter with glass lid

For presentation of:
Tea, Herbs, Spices, Chocolates, Premium Wines & Spirits, Ayurveda Body oils, Herbal Shampoos, Perfumes, Cutlery & Crockery, Glass ware, Jewelry, Tobacco humidors, Cigars Etc.



Cigar Humidor



Wrist Watch Collectors Box with glass lid (8 - 16 Watches)



Two Layer Tea Display Box

Wooden Boxes

- Kiln dried solid wood from managed plantations
- Engineered wood
- MDF (medium density wood fiber board)
- A range of interior liners - food grade, satin & velvet
- Gloss or matt exterior paint
- Brass/Copper/Silver name plates
- Metal stay hinges and clasps



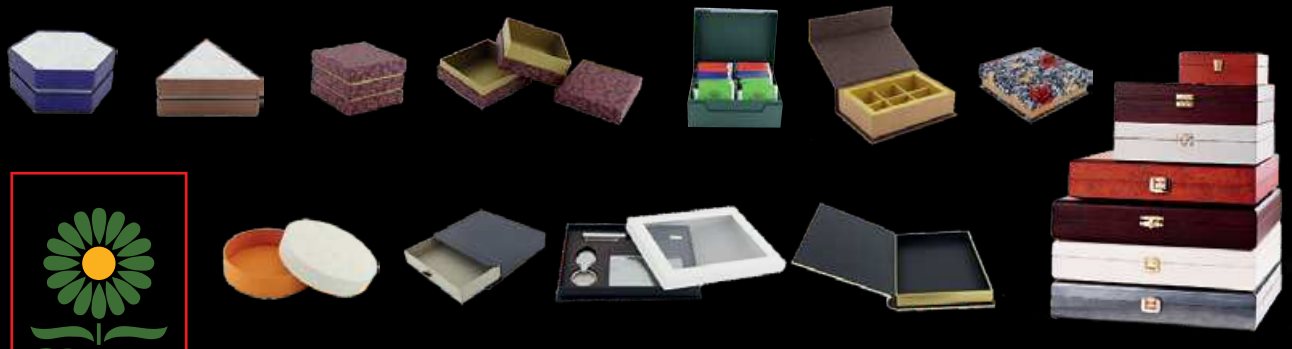




Rigid Board Decorative Boxes

- 1-3 mm rigid paper board
- Food grade paper and adhesives

Any Shape • Any Size • Any Color



Kent®
SINCE 1984

+94 77 77 27 276 | anuradha.s@kentholdings.com | gskent@sltnet.lk

Kent Display (Pvt) Ltd.
www.kentholdings.com

No.192, Sir James Peiris Mawatha, Colombo 2. Sri Lanka.
A company approved by the Sri Lanka State Board of Investment (BOI)

Premium Quality Sri Lankan Rice from a Trusted Sri Lankan name...

Super Quality Ariya® RICE

www.ariyafood.com

SRI LANKA'S No.1 EXPORT RICE BRAND

Ariya Red Rice Range

One of the world's most healthiest grains...

NO Artificial Colours

A Great Source for a Healthy Diet | low GI | Recommended for a Low Carb Diet



Red Rice | Rosa Kekulu Rice | Red Nadu Rice | Red Samba Rice | Red Keeri Samba Rice | Red Basmati Rice

Ariya White Rice Range

Wonderfully different small elegantly pearly grains...



Keeri Samba Rice | Samba Rice | White Rice | Suduru Samba Rice | White Nadu Rice

Ariya Traditional Rice Range - 500g Packs



Madathawalu Rice | Kalu Heenati Rice | Suwandel Rice | Pachchaperumal Rice | Kurulu Thuda Rice

Ariya Red & White Rice Range - 500g Packs



Red Rice | Red Samba Rice | Red Basmati Rice | Red Keeri Samba Rice | Rosa Kekulu Rice | Suduru Samba Rice | Keeri Samba Rice

Available in 500g,1kg, 5kg & 25kg Packs.

Tradlanka Agricultural Enterprises (Pvt) Ltd.,

Office:
No. 45, St. Mary's Road, Mount Lavinia, Sri Lanka.
Tel: +94 112 761999 Fax: +94 112 761998

Factory/Mill:
2nd Mile Post, New Puttalam Road, Anuradhapura, Sri Lanka.
Tel: +94 25 2222722, +94 25 2235186
WhatsApp: +94 777 706706 | Email: info@ariyafood.com
Web: www.ariyafood.com



NCE Export Awards 2017, 2018, 2019, 2021
Fresh & Processed Agricultural Export Crops Sector



SLIM - SME Export Brand of the Year - 2021
awarded by Sri Lanka Institute of Marketing

National Food Awards GOLD Winner

Best Food Processor, Grocery Category-Sri Lanka
National Food Awards of Excellence - Gold Winner
Awarded by Food Processors Association of Sri Lanka

ISO 22000 | HACCP | GMP | USDA ORGANIC | Control Union Certifications | UK BIO-149 NON EU AGRICULTURE

"Strategies towards supply chain to mitigate similar impact towards World Economy"



Whole world comfortably followed their globalization concept until we reached this catastrophe, we are experiencing now which has been stared from year 2020. Manmade and ecological reasons contributed equally to this and first we should identify those in detail to avoid any similar in future.

According to the journal explanation economy is one out of main three dimensions of globalization namely political and cultural globalization. Economic globalization is expanding because of integration of production, finance, markets, labor with various countries and through various agreements like free trade agreements.

In a way researchers explain the same as interaction and integration of people, business and governments across the world.

Globalization is basically movements of services and products among the countries and is a complicated process which is affecting to economy, culture, environment, social, and political background of the countries.

This became one of the main tools to break trade barriers between countries and help each other to reach their economic growth.

Globalization is depending on different factors such as Political/ geographical/ sociological/ cultural / technological/ financial/ economic and production.

Therefore, to mitigate the impact of this globalization to our business we should have a proper management plan in place. That will help us to reach our desired goals.

As a result of globalization, similar products might invade the planned market within very short period with a very competitive price which is having a similar or more quality than your product.

Globalization reached as a wave to the world and first wave started in 19th century and retained till beginning of first world war and the second commenced after World War two and continuing till today **(figure 01)**.



Dr. Ashan Silva
(Chartered Marketer [CIM-UK])
AFNI (UK), CMILT (UK), ACIM (UK)

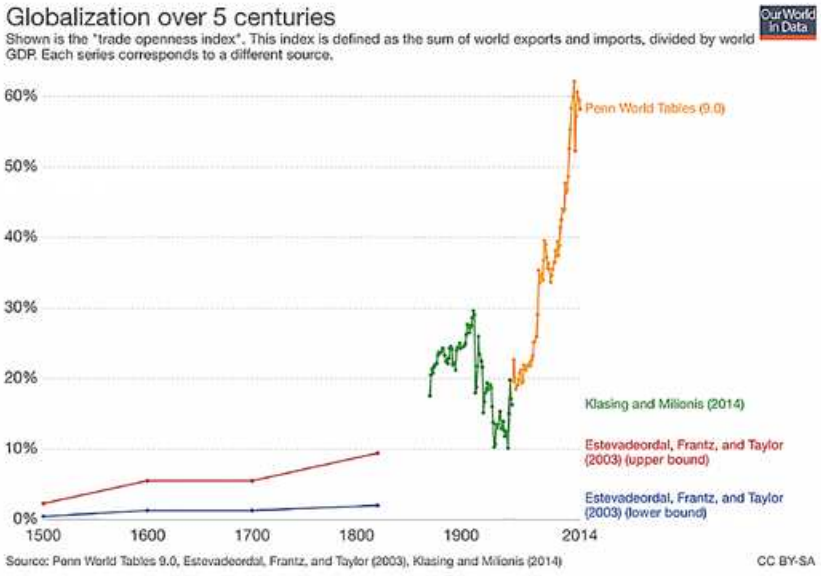


Figure - 01

Source: https://ourworldindata.org/trade-and-globalization

Reduction of transitional cost effected a lot for this trade expansion and development of technology became one of the major factors for this expansion. Due to drastically development of marine, aviation and land transportation sectors, transportation cost reduced significantly and said reasons enhanced trade volumes within cross countries at the level of intra industrial trade (exchange of similar good and services).

Same time this became one of the main reasons for this catastrophe. World supply chain totally governed and benched marked by economic efficiency.

Manufacturers commenced their hunting for cheap labor markets and diversified their production line to those countries to control their production cost. As a result, for one product, they have used several markets to produce their components. Markets like China, Vietnam, India, etc. are the best examples.

Sametime closest raw material sources also became one of the prime factors and when the resources are close to each other, then they have chosen that market for their production. Final they brought all those components to one place to complete their final product (assemble). iPhone is one of the biggest examples we can take for this.

Across the world we are experiencing an economic inflation due to shortage of supplies into the market. This is mainly due to reasons like pandemic condition which we have faced recently, geopolitical conditions created by superpowers in the world. E.g., Russian action against Ukraine, Action by China for the world trade, etc.

When China taking their own decisions to control their pandemic condition, most of the countries automatically effected due to this production diversification actions taken by many countries to control their production cost to compete in this competitive market.

Most of the production line became stand still until they receive the other component to complete their task (China became the battery producer for most of the well-known brands in the automobile sector). In that way the whole production became stand still for a while and that gap is still there in the market. As a result, continuous supply is disrupted and now supply is not there to the market as per demand. Hence prices of most of the goods are skyrocketing continuously hand in hand with inflation.

With this experience now we should learn a lesson and need to have firm strategies within the organizations to avoid any similar bottlenecks in future. Companies should have their own production lines to cover each leg of the supply chain. Should not depend upon some other resources or services to compete their task.

Companies should not have a single vendor strategy. They should have at least two suppliers for the same product. It is much better if they can diversify it for two different markets.

According to researchers' studies, they have identified reshoring as one of the main to control this disruption.

Re shoring

The process to bring back the production lines back to companies' origin is called as re shoring. The world has learned a lesson in a hard way by off shoring their production lines expecting a better return for their investments. Specially during the period of pandemic disruption.

Due to the latest inflation pressure, organizations and governments are hunting for the corrective and preventive actions for the same to come out of this and to place an action plan to mitigate the impact if any similar in future. Within that process they have identified this off shoring mechanism due to globalization as one of the key factors for this supply chain disruption. As a result, now they are considering about re shoring them back towards their soil or nearby to cover following main reasons,

■ Economic security

Creation of supply shock as a result of COVID (High freight cost).

As an example, below gauges **(figure 02)** showing supply shortages for U.S. services and industry,

Logjams & pandemic created a huge imbalance in supply and demand **(Figure 03)** in the world market. As one of the main transportation modes by sea, containerised cargo played a significant role within this pandemic period. World market has faced a significant container shortage and led to a drastic container

price inflation. The same has been badly affected towards the inflation of the economy and GDP in most of the countries in the world.

■ Climatic Changes

Decarbonizing programs, Extreme weather (Droughts/ hurricanes / tornadoes / flooding / Heavy rain or snow falls/ etc.) will create a significant impact upon companies bottom line. All those implications will play a role in price and inflation.

As Alicia Wallace explained through her article under heading of "Extreme weather could push food prices even higher" in CNN Business which she has published on 14th September 2022. She took various examples like below to explain the same.

"As the United States continues to battle high inflation, the effects of prolonged droughts and extreme weather events could help keep the heat on prices for a long time to come.

The Consumer Price Index, which measures price changes for a basket of goods and services, showed inflation hit 8.3% in August from the year before. But food prices rose at an even faster pace, increasing by 11.4% during that period, according to the Bureau of Labor Statistics".

"Extreme weather also can negatively affect companies' bottom lines", according to research from Paul Griffin, professor of management at UC Davis.

Heat effect found that every degree over 77 degrees Fahrenheit (25 degrees Celsius) translates into an annualized loss of sales of 0.63% and a profit margin decrease of 0.16%. Stock prices dropped by an average of 22 basis points in response to a heat spell, Griffin found.



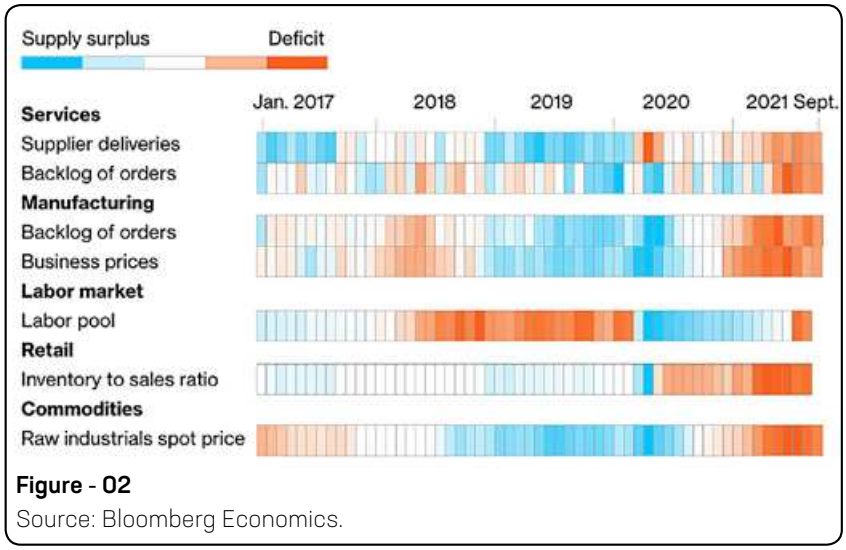


Figure - 02
Source: Bloomberg Economics.



Figure - 03
Source: United Nations Conference on Trade and Development (UNCTAD)

Corn crops that died due to extreme heat and drought during a heatwave in Austin, Texas, on Monday, July 11, 2022.

Source: - Alicia Wallace CNN Business / Jordan Vonderhaar/Bloomberg/Getty Images

■ Shifting of competitive landscape

Change of operating cost from country to country with time.

E.g., Years ago, Chinese labour cost is much lower than Mexico labour cost, but at present it's almost same due to various reasons. So, to US market Mexico is the closest **(Figure 04)**.

Transport cost for the final product and timelines to reach the same to the final consumer market will improve or can be control through such near shoring action. (Near shoring is the mechanism shifting the production lines & assembling lines to neighboring countries) This will support to control the bottle necks (e.g., supply demand gap) countries are facing within their consumer market and finally to control their inflation due to freight rates **(figure 05)**, transportation timelines, congestions, climatic disruptions, geopolitical actions, pandemic actions, etc. which the world has experienced recent past.

■ National Security

The dependence upon certain supplies through various countries.

E.g., China and Taiwan dispute,

Semiconductor shortage for electrical vehicles and smart phones in the world.

Taiwan is holding a major share within semiconductor exporters in the world.

The interest of China towards Taiwan created a bottleneck to this semiconductor supply. To overcome this shortage US and other countries, those who are using such semiconductors for their production had to invest large sums of money to regrow the semiconductor industry within their countries from the scratch.

E.g., Russian GAS supply to Europe.

Russia is the largest energy supplier to Europe. Due to ongoing geopolitical conflict between Europe and Russia (Russian action against Ukraine), at present Europe is enduring a partial natural gas cut-off.

According to IMF there is a risk of shortage of as much as 40% of gas consumption and GDP shrinking by up to 6%. (Source: - imf.org).

Dependence on Russia for gas, and other energy sources, varies widely by country **(Figure 06) (Figure 07)**

With all above now effected countries should diversify their efforts to secure their supplies through the other global LNG suppliers to mitigate the energy

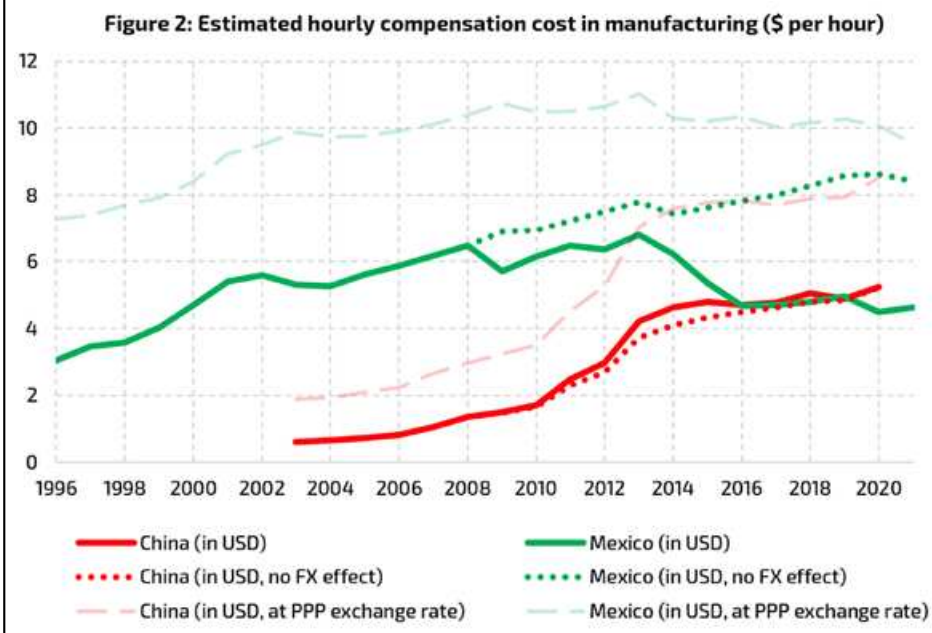


Figure - 04
Source: Record calculations, US Bureau of Labor Statistics, Bank of Mexico, China National Bureau of Statistics, Conference Board TED, IMF World Economic Outlook. BLS estimations until 2012 for Mexico and 2008 for China. Thereafter, series are expanded using manufacturing unit labour cost per employee index for Mexico, and manufacturing wages divided by total economy hours worked (assuming similar work hour trends between sectors) for China, converted at average exchange rates for the year.

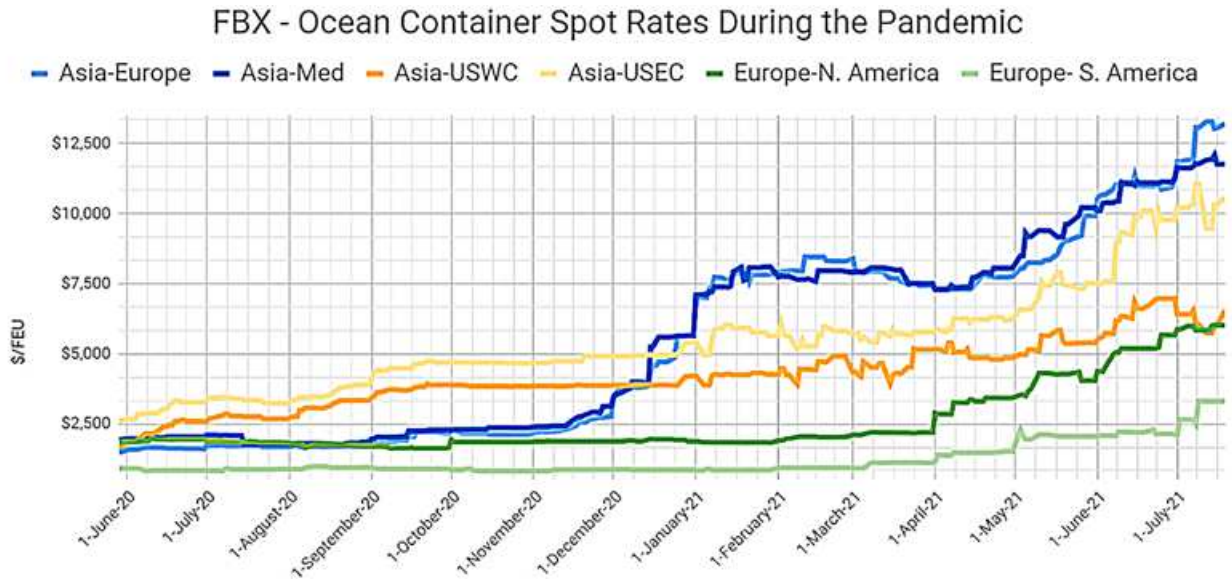


Figure - 05
Source: - FBX

shortage and encourage their community for maximum energy savings until they come out of it.

As a result, now manufactures should think about reshoring their production and encourage their investors to invest in their soil rather allowing them to carry out their production in the other territories.

This way manufactures will have much more control in their production and will be able to mitigate any similar production disruption in future.

Some countries already identified this by looking at their uncontrollable inflation hike. Mr. Joe Biden president of USA have taken some action in their legislation addressing this issue.

In addition, nearshoring and friend shoring became another alternative to address this issue. When we consider nearshoring, as same as the other controlling factors, if their own soil is not suitable, they can consider about the neighbouring countries for their supply chain requirements, if so, they can control any such disruption much more effectively and efficiently than they faced in last pandemic condition.

Friend shoring is about using their friendly neighbours to fulfil the supply chain requirements rather any hostile unpredictable entities.

So, we can use above few strategies hand in hand with other identified actions through various sectors to strengthen each individual economy. Organizations, manufactures and governments should strongly think and use their strategists to place their short/mid- and long-term strategies towards their supply chain addressing all those bottlenecks which they have faced.

Because no one will be able to predict any such similar disruptions will not surface again in the world market.

So, it's our duty to learn from the past and revamp or reinforce our strategies to face any such similar in future with minimum impact.

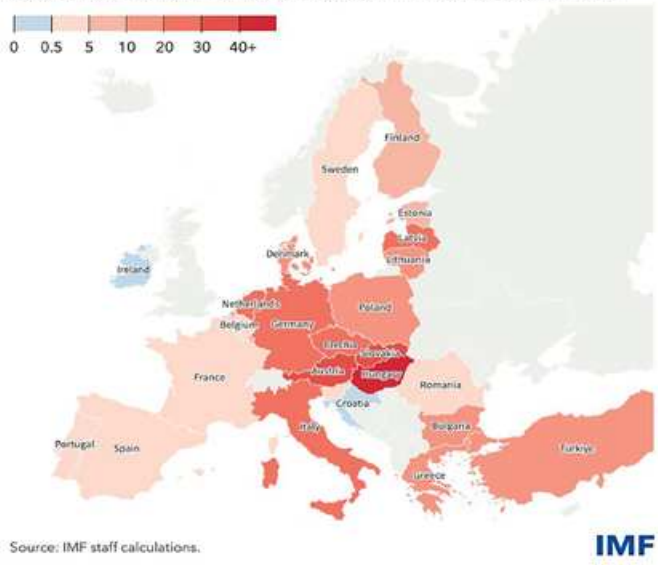


Figure - 06
Source: IMF staff Calculation / imf.org

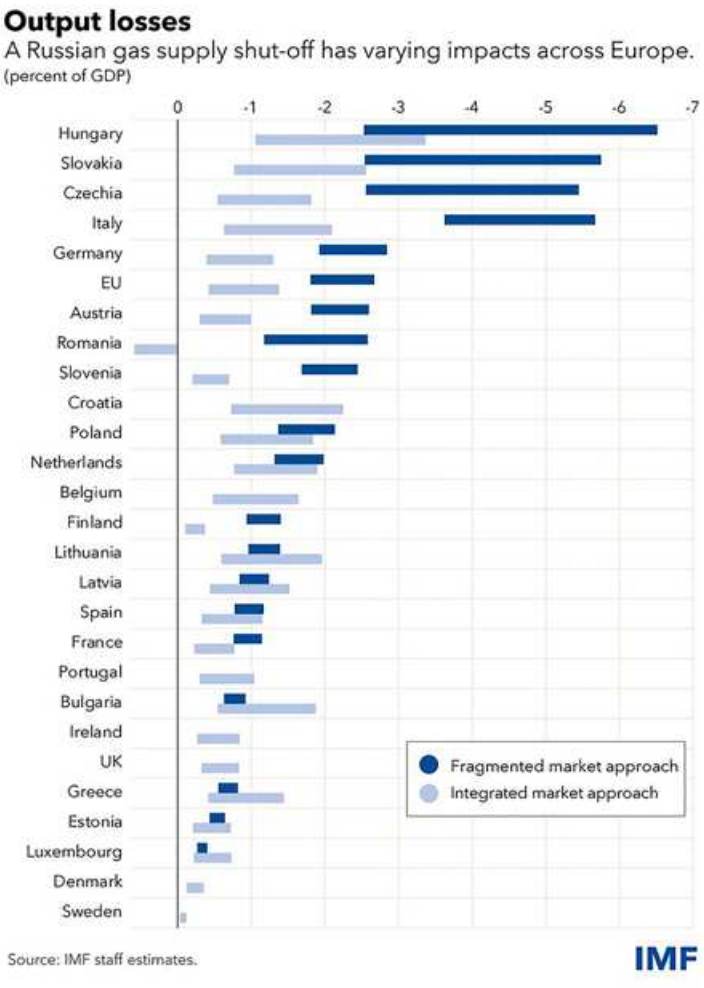


Figure - 07
Source: IMF staff Calculation / imf.org



ADVANTIS
FREE ZONE

Adding value to your global supply chains;

- ambient, temperature and humidity controlled solutions
- multi country consolidations
- value added services

through tax-free green channel operations

+94 77 297 2539 (Rajiv)
www.advantisfreezone.com

MEMBER OF WORLD FREE ZONES ORGANIZATION 2021

NCE

Great Place To Work. Asia's Best Workplaces 2021

ISO 9001:2015 BUREAU VERITAS Certification

UKAS 0008

AICPA & CIMA
Together as the Association of International Certified Professional Accountants



Helping exporters to grasp new opportunities

AICPA & CIMA in Sri Lanka

AICPA & CIMA have been actively supporting Sri Lankan communities and organisations for over six decades, helping them to adapt and thrive no matter the circumstance. We work closely with a number of well-known organisations in Sri Lanka, including SLASSCOM BPM Forum, helping to grow one of the largest F & A communities in the world.

Over the past few years, Sri Lanka has experienced its fair share of challenges, and we remain committed to developing highly skilled accounting and finance professionals who can guide their organisations, and in turn the national economy, through uncertainty and lead them on the path to recovery.



"We drive trust, opportunity and prosperity worldwide by helping individuals and their organisations navigate disruption and uncertainty. We believe that organisations in the export sector, both manufacturing and services, could benefit from our strong, longstanding expertise and professional development resources in business, accounting and finance" said ***Ms. Zahara Ansary,*** FCMA (UK), CGMA, Country Head – Sri Lanka and Maldives at AICPA & CIMA.

Helping business, accounting, and finance professionals succeed

AICPA & CIMA offer a comprehensive range of services and opportunities to business, accounting, and finance professionals in Sri Lanka, helping them to earn the skills and competencies they need to help their organisations succeed. These include:

- **Completing CIMA's CGMA Professional Qualification and earning the CGMA designation.** This can be achieved both through traditional and fast-track pathways

depending on existing professional experience or academic qualifications

- One of the most popular pathways is the C-Suite Business and Finance Programme, open to all CFOs, CEOs and senior management. Candidates will need to attend the 4-day C-Suite programme workshop and take the final Strategic Case Study exam of the professional qualification.
- Our newest 100% online pathway the CGMA Finance Leadership Program (FLP) offers a great alternative to earn the CGMA designation for busy professionals.

■ **Releasing new thought leadership, courses, events, and other learning resources** to equip business, accounting and finance professionals with the skills and competencies required by businesses.

■ **Providing a wider range of continuing professional development opportunities** to enable business, accounting, finance professionals to choose activities, from short courses digital transformation to a Fundamentals of ESG Certificate, which best support their professional needs and career development.

Helping organisations succeed

■ **Becoming an AICPA & CIMA corporate partner.** Through this programme, we offer our partners a plethora of professional development programmes and in-house training sessions tailored to your organisational needs. As corporate partners, organisations have also access to better talent acquisition and engagement, branding opportunities and recognition, and networking opportunities.

■ **Becoming an AICPA and CIMA training partner.** Through this programme, our training partners have access to a range of benefits, including discounted training programmes and talent acquisition opportunities.

■ **Utilizing the AICPA and CIMA Global Career Hub.** Through our one-stop career hub, you will have access to the best and brightest global talent in business, accounting, and finance.

To find out more about how AICPA & CIMA can support your organisation succeed, please contact Kishnika Weeresinghe, Senior Specialist – CPD, Events and Projects at AICPA & CIMA on *kishnika.weeresinghe@aicpa-cima.com*

About AICPA and CIMA, together as the Association of International Certified Professional Accountants

AICPA® & CIMA®, together as the Association of International Certified Professional Accountants® (the Association), advance the global accounting and finance profession through our work on behalf of 689,000 AICPA and CIMA members, candidates and engaged professionals in 196 countries and territories. Together, we are the worldwide leader on public and management accounting issues through advocacy, support for the CPA license, the CGMA designation and specialised credentials, professional development and thought leadership. We build trust by empowering our members and engaged professionals with the knowledge and opportunities to be leaders in broadening prosperity for a more inclusive, sustainable and resilient future.

The American Institute of CPAs® (AICPA), the world's largest member association representing the CPA profession, sets ethical standards for its members and U.S. auditing standards for private companies, not-for-profit organisations and federal, state and local governments. It also develops and grades the Uniform CPA Examination and builds the pipeline of future talent for the public accounting profession.

The Chartered Institute of Management Accountants® (CIMA) is the world's leading and largest professional body of management accountants. CIMA works closely with employers and sponsors leading-edge research, constantly updating its professional qualification and professional experience requirements to ensure it remains the employer's choice when recruiting financially trained business leaders.



STRONG, REFINED & DIGNIFIED



State of the art production facility which is ISO 22000(2005), ISO 14001(2015) HACCP, GMP, NASAA, FSSC 22000, and USDA Organic Certified.

Winner of the Most Outstanding Exporter Award for Export Excellence 3 times
Winner of the Best Sri Lankan Brand Exporter Gold Award 11 times
Winner of the Extra Large Tea & Tea Product Sector Gold Award
Winner of the Best Performer in Emerging Markets Special Award
Awarded by the National Chamber of Exporters of Sri Lanka

IMPRA TEA | ROYAL ELIXIR | HEAVENLY TEA | REGAL | JU ELITE

The real taste of Tea

OUR CERTIFICATIONS

USDA ORGANIC | QUALITY GUARANTEED | FOCT 32573 | SGS | SGS | CEYLON TEA SYMBOL OF QUALITY | JAS | NASAA CERTIFIED ORGANIC | HACCP SYSTEM CERTIFIED | FSSC 22000

IMPERIAL TEAS GROUP
121A, Biyagama Road, Kelaniya, Sri Lanka.
Tel : (+94) 11 290 4000, Fax : (+94) 11 290 9988
E-mail : impra@impratea.lk, imperialtea@impratea.lk
Website : www.impratea.com, www.imperialteasgroup.com
'Like us' on : www.facebook.com/IMPRATEA

The No.1 Choice for **Safety & Quality**

sierra cables

Sri Lankan Quality Standards

ISO 9001, 14001 & 45001

SS 412 | SS 733 | SS 750 | SS 1186

SS 1504-2-31 | SS 1504-2-11 | SS 1542

BS 7211/BS 6724 (LSHF)/ BS 7846(FR)
BS EN 50618

International Quality Standards

BS,AZ,NZS,NFC,JIS
ASTM and IEC



Sierra Cables PLC
P.O.Box 6, Kaduwela.

Tel : +94114412000
Fax : +94114412573

Email : sales@sierracables.com
Web : www.sierracables.com



ENABLING A BETTER, SAFER AND MORE INTERCONNECTED WORLD

At SGS we offer a complete suite of solutions at every stage of the value chain to help you get your products to meet quality, safety & compliance requirements for all your global destinations.

TESTING

We provide microbiological, physical, chemical (nutritional, proximate analysis, pesticides, aflatoxins, heavy metals, phthalates, Azo dyes etc.), performance, colour fastness, flammability, mechanical (safety, quality, durability) testing to help you comply with buyer specifications as well as regulatory requirements.

Our state-of-the-art laboratories are ISO 17025:2017 accredited for testing and sampling, and approved by the Ministry of Fisheries, FSSAI (India), and large global retailers.

- First and only lab in Sri Lanka to be accredited to test over 600 pesticides.

Products covered include tea, spices, coconut products, oil, grains, vegetables, fruits, dairy, seafood, meat, food & beverages, garments, textiles, accessories, hardgoods, toys & juvenile products, cosmetics & personal care products, PPE, packaging materials, stationery, paint, fertilisers, and more.

INSPECTION

We monitor consignments around the world through initial and during production checks, final random inspection (pre-shipment), loading and discharge supervision, draft survey, empty container inspection.

AUDIT & CERTIFICATION

Our services can help you meet industry, national and international regulations. We offer ISO 9001, ISO 14001, ISO 22000, ISO 45001, ISO 50001, SA 8000, FSSC 22000, HACCP, GMP, BRCGS, IFS, FSMA, BAP, FSC-COC, Friend of the Sea certifications, SMETA, amfori BSCI, GWG, ICS, WRAP, Higg Index, C-TPAT etc., and we also provide a range of trainings.

ENVIRONMENTAL MONITORING

We cover Ambient Air Quality, Indoor Air Quality, boundary noise level, stack emissions & flue gas, water, wastewater, soil & sludge analysis. We are approved by the Central Environmental Authority (CEA).

FUMIGATION & PEST CONTROL

Our services include fumigation of cargoes / stored goods, treatment of agricultural products, pest control for hotels, offices, factories and warehouses.

SGS BENEFITS

- Rapid turnaround time
- Global network
- Accreditations
- Customized service
- Data management & reporting

SGS LANKA (PVT) LTD.

3rd Floor, AEC Building
140 Vauxhall Street, Colombo 02

t: +94 11 537 62 80
e: sgs.lanka@sgs.com
w: www.sgs.com

Follow us

WE ARE SGS – THE WORLD'S LEADING TESTING, INSPECTION AND CERTIFICATION COMPANY

WHEN YOU NEED TO BE SURE

SGS



Reach for success with the best **Export Trade Services** in Sri Lanka

Experience the professional service and unparallel product offering of the most awarded bank in Sri Lanka in every aspect of your Export Business.

- A complete suite of Trade Products and financial solutions for pre and post shipment needs
- Digitized access to SLPA, BOI, Import and Export Control Department and Sri Lanka Customs payments
- Comprehensive risk mitigation services
- Instant documentation and coordination services ensuring Just In Time delivery
- An experienced team of professionals to support your business
- A variety of Foreign Currency Accounts to cater to your diverse requirements
- Support and guidance in exploring new export market opportunities

For details, please visit your nearest Commercial Bank branch or call
011 2 486 101, 011 2 486 102, 011 2 486 105, 011 2 486 107

COMMERCIAL BANK

*Conditions Apply | Fitch Rating AA- (lka) | +94 112 353 353 | www.combank.lk

Our interest is in you